

AMAA strengthens board with new chair and directors

The AMAA Board of Directors has welcomed Chris Nolan, COO of Publicis Media Australia & New Zealand to the role of Chair. Chris has served on the board for more than 18 months, representing advertising and media agencies.

Nolan's appointment to the role of Chair endorses the AMAA's focus on accountability and transparency across the industry. Chris has more than 25 years' experience in the media, advertising and communications industry, with previous senior roles within Publicis Media and formerly Mitchell & Partners, Stadia Media, and Prime Television.

Nolan said: "I welcome the opportunity to lead the refreshed AMAA board and support the industry as it deals with the challenges of measurement and accountability. The AMAA is uniquely positioned as a provider of assurance and risk minimisation services. It has a strong history of providing governance and audit services supporting clients, agencies and publishers, and now is the time to leverage the trust and respect the AMAA has established to expand its support across the industry."

Also joining the board in the last month, is Lyndall Campher from L'Oréal Australia and New Zealand, and Ashley Earnshaw from Carat Australia, strengthening the AMAA's senior leadership.

Lyndall Campher is the Media Director for L'Oréal ANZ, tasked with overseeing the media investment across the L'Oréal portfolio for the last four years, as well as managing the media agencies for both countries. Lyndall brings both client and agency experience to the board as an experienced media and marketing professional with more than 20 years' background in agencies, including senior roles at Universal McCann, Mindshare and Mediacom.

Ashley Earnshaw, recently promoted to the role of Chief Investment Officer for Carat Australia, adds a new dimension to the AMAA, bringing more than 10 years' investment, strategy, implementation and planning experience to the board. Ashley has a passion for investment and partnerships combined with broad category experience across automotive, government, entertainment, finance and retail.

In welcoming the new chair and new directors, AMAA Chief Executive Officer Josanne Ryan, commented: "It's important for the AMAA board to effectively represent the industry as the body continues extending its focus towards accountability and transparency in the current market. The high level of experience and knowledge the new board members bring ensures the AMAA is better positioned to support all members, including agencies, publishers and clients, in an increasingly complex ad trading marketplace."

About AMAA

The Audited Media Association of Australia (AMAA) is the industry's accountability body governed by a representative Board from the media, marketing and media agency membership.

For more information, please contact:

Andrea Kerekes, CEO, Access PR andrea@accesspr.com.au 0418 427 412

Contacts

Andrea Kerekes
0418 427 412 | 02 9292 7000
[mailto: andrea@accesspr.com.au](mailto:andrea@accesspr.com.au)