

Annick Perrin joins Starcom Sydney as MD

Respected industry leader Annick Perrin will be joining Starcom on June 10 as Managing Director of the Sydney office. Starcom's performance in 2013 and continued robust growth this year has been driven by a focus on delivering meaningful brand experiences, resulting in digital growth, a reinvented media partnership model and a record year in client ideas, as well as award-winning work.

"We're really happy to welcome a leader with such a great reputation as Annick to Starcom," Starcom CEO Chris Nolan said.

Perrin was most recently Managing Director of Initiative Sydney, and was previously long-time Sydney Managing Director of IKON Communications. "Annick is a consummate media professional and brings with her more than 20 years of experience, as well as the esteem and regard of her industry peers and clients. She will be an invaluable addition to the team," Nolan said.

Perrin said: "It's not very often in your career that you are able to join such a high calibre agency, Starcom, lead their people and their clients in a world where change is a constant. I can't wait to start!"

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About Starcom

Starcom is a world renowned media communications agency and is part of the Starcom MediaVest Group (SMG).

SMG is the Human Experience Company. We believe experiences matter. They enhance lives and build brands.

We bring brand experiences to life through SMG's three global award winning agency brands: Starcom, MediaVest, and Spark. Ranked the number one global media network in billings in the world by RECMA, SMG (www.smggroup.com) encompasses an integrated network of human experience strategists, investment specialists, content creators and digital & technology experts. With over 7,900 employees in 130 offices worldwide, SMG partners with the world's leading companies including The Coca-Cola Company, Kraft Foods, P&G, and Walmart. In 2014 SMG was named Festival of Media Global Network of the Year for the second consecutive year. In Australia Starcom has 5 offices and more than 200 employees creating experiences for partners such as Suncorp, Optus, Virgin Mobile Australia, MARS, SAMSUNG, Subaru and Metcash. We were named Festival of Media, Global Media Agency of the Year in 2012 and have made the BRW Top 30 Most Innovative Companies List 2 years running.

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