



Gai Le Roy appointed CEO of IAB Australia

Announces new IAB Industry Charter

15th October 2018: IAB Australia today announced that it has appointed Gai Le Roy as CEO. The appointment follows a four-month executive recruitment process, during which Le Roy was interim CEO. Le Roy, who has more than 20 years' experience working in the media industry across strategy, analyst, research and data roles, has held the role of Director of Research for IAB Australia for the last two years. Previously she was Chief Operating Officer with Gateway Research and General Manager of Audience Insights and Research for Fairfax Media. IAB Australia Chair, Cameron King commented: "Gai's track record is exemplary and her commitment to our industry is absolute. Her depth of experience and understanding of the issues that relate to digital advertising and measurement will enable her to lead the IAB towards its goal of supporting sustainable and diverse investment in digital advertising across all platforms in Australia." Mr King added: "The Board undertook a thorough executive search process with Talent Capital's Chris Davy, to identify the right candidate for this critical role in leading the digital advertising industry. We are delighted, as many in the industry will be, that Gai will continue her contribution to growing the industry." As part of the announcement, Le Roy has unveiled a new IAB Industry Charter which will see the organisation focus on helping marketers and agencies understand how digital advertising can deliver on their business objectives. Foundation elements of the IAB Industry Charter include a renewed focus on standards that promote trust, steps to reduce friction in the ad supply chain; and ultimately improve ad experiences for consumers, advertisers and publishers. Beyond the IAB's continued focus on content and ad measurement, the Charter outlines four additional areas of activity: digital ad effectiveness, data and data privacy; standards and guidelines; and improving the digital value chain. The IAB has recently broadened its member base and experienced strong growth through 2018 with an increasing number of brands joining and taking active roles in its Councils, including Suncorp, Woolworths, ANZ, ING and AMEX. IAB also recently announced that Seven West Media has joined the IAB Board. In August, the IAB launched the Australian Digital Advertising Practices in collaboration with AANA and MFA. /Ends EDITORS NOTE Gai has updated her corporate photo – see attached. Please use this image and update your editorial photo libraries to remove any old images. Many thanks. About the Interactive Advertising Bureau The Interactive Advertising Bureau (IAB) Limited www.iabastralia.com.au is the peak trade association for online advertising in Australia and was incorporated in July 2010. As one of over 43 IAB offices globally and with a rapidly growing membership, the role of the IAB is to work with its members and the broader advertising and marketing industry to assist marketers to identify how best to employ digital advertising as part of their marketing strategy, to better target and engage their customers and build their brands. IAB Australia leverages the skills, experience and commitment of its members to advocate the benefits of online advertising by acting as an authoritative and objective source for all online advertising issues whilst promoting industry-wide best practice. For further information about IAB Australia please contact: Gai Le Roy CEO - IAB Australia T: 0408 431 455 E: gai@iabastralia.com.au Pru Quinlan Einsteinz Communications T: (02) 8905 0995 E: pru@einsteinz.com.au

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