



IAB Australia Appoints Four New Council Chairs

Holds IAB Digital Council Refresh Event to Bring Councils Together for First Time

SYDNEY, 7 September 2016: IAB Australia demonstrated its intent to listen and evolve under the leadership of newly appointed CEO Vijay Solanki by hosting an IAB Council Refresh event in Sydney last week.

During the event, which was designed to reinvigorate the IAB Council community by sharing and debating each council's mandate, four new IAB Council Chairs were announced: Technology Council — Ben Sharp, Managing Director ANZ, AdRoll Video Council — Suzie Cardwell, Digital Partnerships and Product Development Director, MCN Mobile Council — Rick Knott, Regional Director APAC, Celtra Measurement Council — Heather White, Head of Audience Insights, News Corp Australia They join existing IAB Council chairs: Standards & Guidelines — Jon Moffat Commercial Digital Operations Director, Fairfax Audio Council — Rick Gleave, Director Business Development & Partnerships, Pandora The Refresh event represents the first time that all IAB Councils have come together to share and discuss their plans. It saw over 50 attendees including senior figures from companies like Google, Telstra, Group M, Yahoo7, AOL, MCN, SCA, Fairfax, News Limited, TubeMogul, Brightcove and AdRoll participate in shaping the future activity of the councils and the IAB.

“The IAB digital councils are the life blood of IAB Australia's activity and it is critical for our future effectiveness that we work collaboratively to produce valuable policy and initiatives that take our industry forward,” said Vijay Solanki, CEO of IAB Australia. “It was fantastic to bring the councils together for the first time and see the energy and renewed focus that we need. I'm looking forward to sharing the refreshed council's strategic roadmaps over the coming months.”

The Council Refresh was designed to compliment Vijay Solanki's First50 Tour which has already seen him meet with over 50 key organisations and stakeholders in the digital industry in the last six weeks in order to better craft the IAB's renewed proposition and strategy going forward.

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About the Interactive Advertising Bureau

The Interactive Advertising Bureau (IAB) Limited 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, IAB Australia's principal objective is to support and enable the media and marketing industry to ensure that they thrive in the digital economy.

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 online as part of their marketing strategy, to better target and engage their customers and build their brands.

By addressing the core pillars of growth of the online advertising industry - simplified and standard online audience measurement, research, and online operational standards and guidelines, and regulatory affairs, 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.

IAB Australia is a registered not-for-profit organisation; membership fees and revenue generated is invested back into the IAB's membership benefits such as resources, events, reporting, and industry representation.

For further information about IAB Australia please visit: www.iabaustralia.com.au

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