

iProspect announces new General Manager for Sydney office

Oliver Rapson, CEO of iProspect Group Australia, has today announced the appointment of Marcelle Gomez to the position of General Manager for iProspect Sydney.

This is a new appointment for iProspect in Sydney, and Marcelle, with over 20 years' experience in various leadership roles across planning, account management, investment and general agency management, brings the talent and tenacity to drive the business forward.

For the past three years Marcelle has carried out various consulting projects and contract work with a range of media publishers and agencies including the Seven network.

Prior to this she joined IPG Mediabrands, as General Manager of Magna where she helped establish and launch the business in Melbourne to provide support to the various agencies and business units within IPG. She also spent three years with Initiative Sydney as Chief Implementation and Investment Officer before being appointed Managing Director, during which time the agency increased client satisfaction scores by +7.7%, exceeding Australia norms.

"Marcelle's track record speaks for itself. Couple this with our new merged capabilities and I am super excited for what the future holds for the Sydney team. The market yearns for simplicity and capability and now everything is under one roof with a great leader in place. The timing is perfect," said Rapson.

"I'm excited to be joining the iProspect team during this period of transformation. The opportunity to lead such a talented team and partner with a diverse range of market-leading clients was one I couldn't miss. It was the right opportunity at the right time, with the right people," Gomez added.

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