

## MEDIA RELEASE

### ADMA Recruits Three New Board Members

**Stuart Tucker, Commonwealth Bank, Trisca Scott-Branagan, Deakin University and Mark Lollback, GroupM join board of largest marketing body in Australia**

**Sydney, Australia, 29 November 2016** – The [Association for Data-driven Marketing and Advertising](#) (ADMA) is pleased to announce the appointment of three new board members as well as a full slate of Board of Directors as the year wraps up.

Joining ADMA's Board of Directors are Stuart Tucker of Commonwealth Bank, Trisca Scott-Branagan of Deakin University and Mark Lollback of GroupM. "As ADMA continues to sharpen its focus in the areas of data-driven marketing specifically in addressing the skills gap, privacy and digital transformation issues, we're delighted to have Trisca, Stuart and Mark join our Board of Directors," said Jodie Sangster, CEO ADMA. "All three bring a wealth of experience and global expertise in the fields of marketing, media and advertising. They add strength to ADMA's already dynamic board and will drive ADMA's leadership in education, thought leadership and advocacy for our ever-growing membership base."

Trisca Scott-Branagan, ADMA's newest female board member is the Executive Director of Marketing at the prestigious Deakin University and was recently ranked No. 7 on the CMO Magazines list of most innovative CMOs in Australia. Prior to her transition into the education sector, Trisca spent two decades in marketing and business development roles in the financial and professional services industries, most notably Deloitte.

"It's a real honour to be asked to serve on the ADMA board. Today and tomorrow's marketers' have a really exciting journey ahead of them, but it is one that will be constantly changing and full of challenges that previous marketers may not have had to face. Ensuring marketing professionals have access to practical tools, and a supportive environment to become accomplished with new technologies and learning new ways of working, is critical to their success and the profession. My focus is to bring experience of the Education sector into the boardroom discussions, seeking alternative and engaging ways to transfer knowledge across the profession," said Trisca.

Stuart Tucker has an impressive 25 years of marketing experience under his belt and first joined the Commonwealth Bank back in 2013 as its General Manager for Brand, Sponsorship and Marketing Services. Stuart leads a dynamic team responsible for myriad functions including brand strategy, sponsorship, media buying, social media, operations and events. Under his leadership, Commonwealth Bank has readily adopted programmatic and paid search to leverage on its data assets.

"I am thrilled and honoured to be joining the ADMA Board. As a long-time admirer of ADMA and a recent Chair of Judges for the AC&E awards, it's exciting to be more involved with this high quality industry association. With the marketing industry experiencing such a rapid pace of change, ADMA can play a crucial role in building capability, inspiring great work and guiding regulation.," said Stuart.

Mark Lollback, the CEO of GroupM Australia & New Zealand brings great experience to the ADMA Board. Mark was named CEO of GroupM in April and comes armed with over twenty years of global blue-chip marketing experience, making him the natural choice to lead Australia's biggest media investment group. Mark brings with him a fresh new take towards media buying

and planning, having spent most of his career on the client side as CMO for McDonald's Australia & New Zealand, as well as marketing roles in four continents namely in ANZ Banking Group, Pepsi Lipton International New York, Unilever China and Birds Eye Foods UK.

"I am thrilled to join the ADMA Board. Marketing and communications is all becoming data driven and will become more and more performance driven – and ADMA as a leadership body in the industry will play a critical role. I am passionate about education and I know that ADMA see this as a real priority for them – to help educate and train the next generation of data and digital driven marketers. It is a great time to be involved in the Marketing & Communications industry – change is the new norm and staying true to the craft while leveraging all of the new tools and insights that technology is enabling is super exciting."

Members who are exiting the board are Chantal Walker, Formerly Foxtel, Karen Ganschow, formerly Westpac, and Leigh Terry, Omnicom Media Group. "They each provided an amazing contribution to ADMA and the Board" said Jodie Sangster "I'd like to express my enormous thanks to them all"

## **About ADMA**

The Association for Data-driven Marketing and Advertising (ADMA) is the principal industry body for information-based marketing and advertising and is the largest marketing and advertising body in Australia. ADMA is the ultimate authority on creative and effective data-driven marketing across all channels and platforms, providing insight, ideas and innovation to advance responsive and enlightened marketing.

ADMA has over 600 corporate members including major financial institutions, energy providers, leading media companies, travel service companies, telecommunications companies, airlines, major charities, statutory corporations, educational institutions and specialist suppliers to the industry including advertising agencies, software and internet companies.

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