

MFA Awards judges revealed: who will be judging your work?

Close to 150 judges – leaders from agencies, client side, industry bodies and media partners – are currently assessing entries online before a round of live judging on 9 August. The winners are chosen by silent vote, meaning no one will know the results until the MFA Awards gala dinner in Sydney on 13 October.

The judges are looking for work that demonstrates effectiveness, long-term business growth and media agencies' industry purpose of We Are The Changers. Winning an MFA award is more than just a trophy, it is a proof point of our unified industry purpose being brought to life at the highest level. Good luck to all the entrants!



Catherine Krantz
Executive Director Media Operations, Dentsu



Ellen O'Sullivan
Content Director, Publicis Content



Kim Dolengowski
Strategy Director, Foundation



Daniel Bradley
General Manager, Match & Wood



Julie Jensen
Marketing Director, Outdoor Media Association



Katherine Williams
National Head of Search, Wavemaker



Peter Roins
General Manager, Spark Foundry



Nick Thomas
Executive Chief Investment Officer, MediaCom



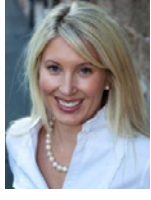
Peter Moore
Country Integrated Media Manager, Ikea



Amanda Petrass
Family Safety Campaigns, Dept. of Social Services



Andrew Waddel
General Manager - Australia, Tourism New Zealand



Louise Crompton
VP Marketing and Growth, Paramount + (Network Ten)



Michael Talbot
Client Partner, Wavemaker



Sophie Madden
CEO, MFA



Diana Di Cecco
Chief Marketing Officer, 8 Star Energy



Aimee Buchanan
CEO ANZ, GroupM



Marie Ferrett
General Manager Brand and Reputation, NRMA



Laura Ashton
Client Partner, iProspect



Maree Hall
Business Director, Wavemaker



Georgia Leathart
National Head of Strategy, Hearts & Science



Emma Baston
Head of Planning, PMG



Megan Brownlow
Independent Director



Mark Coad
CEO, Mediabrands Australia



Pat Crowley
CEO, Essence



Gideon Horning
Group Connections Planning Manager, Seven West Media



Alissa Ugolini
Client Director, Initiative



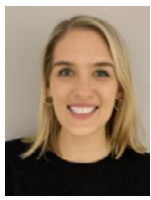
Max Broer
National Strategy Director, Bohemia Group



Liz Penton
Associate Director Innovation & Partnerships, Mindshare



Jason Tonelli
CEO, Razorfish



Laura Myers
Business Director, Hearts & Science



Anna Cherry
National Head of Strategy, Spark Foundry



Ed Stening
Connections Director, Lion



Olga Raigada
Digital Marketing Manager, Rest Super



Carolyn Bendall
Chief Marketing Officer, Swinburne University



Tim Kenward
Marketing Director, McDonald's



Jonny Cordony
Managing Director, Zenith Media



Tobias Young
Senior Manager - Experience Strategy, Coca-Cola



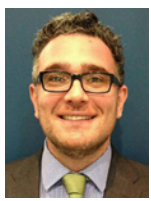
Dan Johns
Managing Partner, Havas Media



Imogen Hewitt
CEO ANZ, Spark Foundry



Kate Milligan
National Head of New Business & Marketing, PHD



Dimitri Andreitidis
GM Marketing, McCarrolls Automotive Group



Kate Bailey
General Manager Media, Sponsorships & Events, Coles



Sarah Dass
Campaign Strategy Lead, Open Universities Australia



Wayne Philbert
Client Partner, Initiative



Megan Elliott
Group Business Director, Zenith Media



Lily Nielsen
Client Partner, Wavemaker



Raj Gupta
Chief Strategy & Growth Officer, UM



Tom Davies
Strategy Director, Rufus



Dona Choi
Business Director, Foundation



Ryan Menezes
Chief Technology & Transformation Officer, GroupM



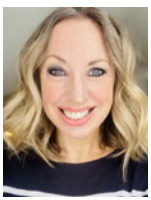
Joshua Lee
National Head of Data and Digital, Zenith Media



Jessica Gilby
Head of Digital Revenue & Commercial, NewsCorp



Germaine Hendrick
Marketing Lead APAC, Quantcast



Sophie Price
Chief Strategy Officer, MediaCom



Linda Wong
Director People, MFA



Arum Nixon
Head of Strategy & Planning, Foundation



Jacquie Alley
COO, The Media Store



Simon Schoen
Head of Strategy & Planning, Zenith Media



Monia Montefusco
Client Partner, Audience Precision



Gill McHattie
Senior Digital & E-Commerce Manager, PepsiCo ANZ



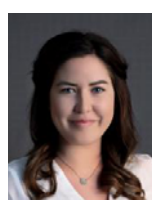
Gemma Dawkins
National Head of Digital, PHD



Alison Balch
Chief Marketing Officer, Pentanet



Sam Enshaw
National Strategy Director, Match & Wood



Caroline Mitchell
Media Marketing Manager, BankWest



Wendy Gower
Managing Director Sydney, Hearts & Science



Vanessa Ballauff
National Marketing Manager, Genesis Motors



Jamie Connolly
Client Partner, Wavemaker



Lauren O'Neill
Digital Marketing Manager, Flight Centre



Katie Rigg-Smith
Chief Strategy Officer ANZ, WPP



Grant LeQuesne
Director, Strategy & Insight, Wavemaker



Shivani Maharaj
Chief Content & Partnerships Officer, Wavemaker



Anna Preston
National Head of Strategy and Marketing, Zenith Media



Andrew Pascoe
Chief Head of Planning, Hatched



Jarrod Price
Head of Brand and Product Marketing, RACQ



Dan Robins
Director, CMO Advisory, PwC



Jonathan Betts
Executive Director, Commercial Growth and Product Strategy, Nielsen



Jack Graham
Strategy Director, UM



Kirsty Tapscott
Group Manager - Acquisition & Media Marketing, NIB



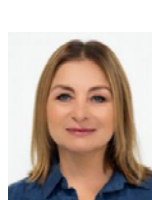
Peter Toone
Managing Partner, PMG



Yasha Chandra
Client Partner, iProspect



Carly Boyle
Head of Group Media, Westpac



Sev Celik
Commercial Director, Tonic Health Media



Lisa Leach
Head of Business Strategy, OMD



Chris Colter
Chief Strategy Officer, Initiative



George Shearing
Business Director, Foundation



Jimmy Hyett
CEO, This is Flow



Michael Wretham
Head of Integrated Planning, Match & Wood



Madison Westall
Partner Marketing Manager, Doordash



Susan Press
Senior Marketing Manager, PepsiCo



Toby Gill
AMMI Marketing Manager, Suncorp



Kate Concannon
Experience Officer, Mackay Goodwin



Philip Taylor
Primary Care Program Manager, NSW Health



Malcom Connor
COO, UM Australia



Jessica O'Mara
Defence Force Recruiting, Australian Defence Force



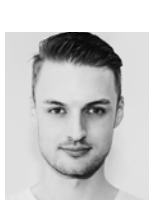
Matt Furlong
Head of Strategy, UM Australia



Sian Whitnall
Co-CEO, OMD



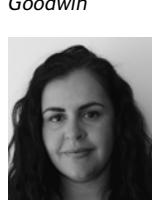
Toby Boon
Director of Client Strategy, Insights & Effectiveness, Nine



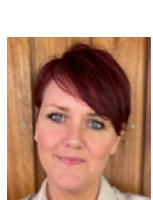
Mitchell Long
National Head of Strategy, PHD



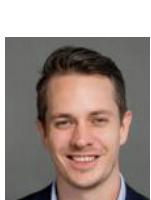
Adrian Cosstick
Head of Strategy, Melbourne, Wavemaker



Mel Aslanidis
Head of NGEN, MFA



Jade Harley
Director of Partnerships, UnLtd:



Scott Laird
Chief People Officer, GroupM



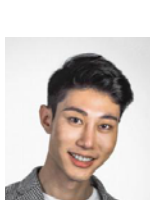
Sophie Langton
Sydney Head of Planning, Spark Foundry



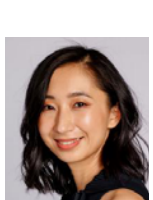
Mike Worden
Managing Director, MediaCom



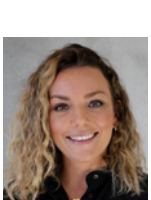
Ian Edwards
Managing Director, Wavemaker



Nolan Yu
Strategist, OMD



Nancy Lan
National Managing Director, Starcom



Sarah Heitkamp
Head of Strategy & Planning - Sydney, Zenith Media



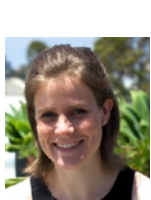
Paul Murphy
Managing Director, iProspect



Mark Jarrett
CEO, PHD



Simon Lawson
Managing Director - Melbourne, PHD



Jen Nichols
Digital Account Director, ARN