

# Chris O’Keefe: What representing indies on the MFA Board means to me

Did you know that 52 % of the MFA’s members are independent and local agency brands? As such, the presence of independent media agency directors on the MFA Board is crucial in providing a voice for everyone in our industry as we collectively carry out our purpose of ‘We Are The Changers’.

Chris O’Keefe, Chief Operating Officer of Match & Wood, was earlier this month re-elected to the MFA Board for a second term as one of two independent media agency board directors – alongside This Is Flow CEO & Founder Jimmy Hyett, who is also serving a second two-year term. Independent representatives are voted to the board by their peers at all of the MFA’s independent media agency members.

**We asked Chris what being part of the MFA community means to him.**

What first prompted you to seek a seat on the MFA Board?

As someone whose experience spans across multiple agency holding groups and now five years running Match & Wood, I felt I could provide a different and valuable perspective. Not only an independent perspective, but also a national one, given I have worked in four capital cities around the country. This means I understand the mechanics and needs within the Sydney industry, which is where the majority of the MFA Board resides, but I also intimately understand industry nuances within Melbourne, Brisbane and Perth.



What would you like to achieve as an MFA Board director?

During my first tenure I wanted to improve the MFA’s focus on markets outside of Sydney, and was successful in bringing MFA EX to Melbourne. Driving engagement within other markets will continue to be a priority for me over the next two years, along with providing further support for the MFA’s training and retention activities.

However, I believe our industry systems and data ecosystems are the areas that require the most focus moving forward. They are complex areas to navigate for individual agencies and the industry as whole, given that both technology and government policies are evolving at a rapid rate. As recently as last month the government released its latest privacy act review and it has been great to see both the MFA and the IAB working together on the industry-wide implications and consultations with the government.

What did being re-elected by your peers for a second term mean to you?

I am grateful and humbled to have the support of my independent media agency peers and the board to continue to build on the MFA’s great work and explore opportunities for the whole industry – multinationals and indies alike. As an industry I believe that we are stronger when we work together, for the benefit of our people, our clients and our businesses.