



## PRESS RELEASE

# MFA BOARD APPOINTS AIMEE BUCHANAN AS CHAIR, IMOGEN HEWITT AS DEPUTY

**12 March 2026:** The Media Federation of Australia (MFA) has appointed two of Australia’s most respected media leaders to its top roles, naming WPP Media ANZ Chief Executive Officer Aimee Buchanan as Chair and Imogen Hewitt, Spark Foundry ANZ CEO & Publicis Groupe Chief Media Officer, as Deputy Chair.

As Chair and Deputy Chair, Buchanan and Hewitt will help guide the strategic direction of the MFA and the priorities of the Board to support a strong media industry. The roles carry significant responsibility in shaping initiatives that develop talent, strengthen industry standards, drive innovation and demonstrate the value and impact of media agencies for clients and the broader economy. As the leading industry body for Australian media agencies, the MFA plays a critical role in championing a dynamic, respected and sustainable industry that continues to evolve to meet the needs of both clients and its people.

Buchanan and Hewitt have each served on the MFA Board for six years. Buchanan succeeds Mark Coad as Chair, while Hewitt steps into the Deputy role previously held by Virginia Hyland. Both Coad and Hyland stepped down after leaving their respective roles at IPG Mediabrands and Havas Media.

MFA CEO Sophie Madden said the appointments recognised two leaders who have consistently shaped the industry for the better. “Aimee and Imogen are not just exceptional leaders – they are passionate champions for our industry. Both have spent years stepping up: mentoring talent, pushing for progress and helping shape a stronger, more inclusive media community. They bring energy, vision and deep industry respect to these roles. I couldn’t be more excited to work alongside them on the Board as we tackle the challenges ahead and keep building an industry we’re proud of as Changers.

“I’d also like to thank Coady and Virginia for their outstanding leadership and the lasting contribution they’ve made to both the MFA and the broader industry. Their impact has been significant, and I know they will continue to shape our industry in their next chapters.”

Aimee Buchanan said: “The MFA continues to challenge, evolve and champion the kind of industry we’re proud to belong to – one that’s healthy, sustainable and centred on serving our clients and our people. That mission has never mattered more. I’m deeply honoured to partner with Sophie Madden, Imogen Hewitt and the rest of the Board to continue to improve and keep pushing for meaningful change that sets our industry up for the future.”



Imogen Hewitt added: “This is such a vibrant industry, full of super-smart people doing sophisticated and effective work for clients every day. What excites me is how we keep raising the bar together. As Deputy Chair, I’m looking forward to working with Sophie, Aimee and the Board to keep strengthening our industry – not only the work we deliver, but the culture, trust and opportunity we create for our people.”

The MFA Board also confirmed at its first 2026 meeting yesterday the appointment of Chris Ernst, dentsu Chief Practice Officer – Media, to the Board seat vacated by Fiona Johnston.

Recent MFA initiatives include the release of two whitepapers – [The Media Workforce of the Future](#) and [The Gen Z Effect: how a new generation is reshaping work in the media, why it matters and how leaders can adapt](#) – as well as the expansion of the MFA Foundations elearning program with MFA Out-of-Home Foundations and the creation of the Industry Guidelines on Ethical AI Use in Marketing in partnership with the AANA and IAB Australia.

The MFA continues to focus on strengthening the industry through collaboration, innovation and talent development, ensuring the media sector remains resilient and well-equipped for what lies ahead.

**The full MFA Board:**

Sophie Madden, CEO, MFA

Aimee Buchanan, CEO, GroupM ANZ – Chair

Imogen Hewitt, CEO, Spark Foundry & Chief Media Officer, Publicis Groupe – Deputy Chair

Megan Brownlow, Non-executive Director

Peter Vogel, CEO, Wavemaker ANZ

Christopher O’Keefe, COO, Match & Wood

Sarah Keith, Managing Director, Involved Media

Kristiaan Kroon, CEO, Omnicom Media Group

Mark Jarrett, CEO, PHD Australia

Michael Rebelo, CEO, Publicis Groupe ANZ

Chris Ernst, Chief Practice Officer – Media, dentsu Australia

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**About the MFA**



The Media Federation of Australia (MFA) is the peak body representing media communication companies. The MFA is a non-for-profit organisation established in 1997 with a current membership base that represents over 90% of all media billings placed by media agencies in Australia. The MFA's vision is to encourage operational excellence in the field of media communication connections and to define and develop best practice standards to support its members and the role they play in servicing their clients.