



PRESS RELEASE

MFA ANNOUNCES NEW BOARD DIRECTOR AND RE-APPOINTMENTS

29 November 2021: The Media Federation of Australia (MFA) board voted at its annual general meeting to appoint PHD Australia CEO Mark Jarrett to the board, and to re-appoint five directors for further two-year terms.

The returning directors, voted unanimously by the board, are Dentsu Media CEO Sue Squillace, IPG Mediabrands CEO Mark Coad, Initiative CEO Melissa Fein, MFA CEO Sophie Madden and This is Flow CEO Jimmy Hyett. Long-serving board director Katie Rigg-Smith, CEO of Mindshare, has stepped down from the board.

Mark Jarrett has joined the board as an Omnicom Media Group representative, replacing former OMD Australia CEO Aimee Buchanan, following Buchanan's appointment as CEO of GroupM Australia & New Zealand. With more than 20 years' experience in Australia and the UK, Jarrett has been CEO of PHD for the past two years, having previously held the MD role.

MFA CEO Sophie Madden said: "Katie has been an engaged member of the board for nine years, and we appreciate and thank her for her tireless commitment and the passion she brought to the role. We're pleased to be welcoming Mark, a respected leader with more than 20 years' experience in Australia and the UK, who will bring a valuable perspective to our work in championing a dynamic and valued media industry."

Peter Horgan, MFA Chair and CEO of Omnicom Media Group, thanked MFA members, the many MFA Committees, Working Groups, and the MFA Board, for the time and energy they put into supporting the industry during the year.

He said: "2021 was an exceptionally productive year for the MFA, with our submission to the ACCC Digital Advertising Services Inquiry, the launch of the Successful Agency Pitching Guide and updated MFA Transparency Framework, the creation of the MFA DE&I Advisory Council and the introduction of our industry's first diversity, equity and inclusion measurement via the annual Mediai survey, among other projects. The positive impact of these projects – and the many others currently underway – will continue to be felt in our industry for a long time to come."

More detail on all MFA projects and initiatives can be found in the [MFA Annual Report](#), available on the MFA website.



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The full board of the MFA comprises:

Sophie Madden, CEO, MFA
Peter Horgan, CEO, Omnicom Media Group ANZ – Chair
Megan Brownlow, Non-executive Director – Deputy Chair
Mark Coad, CEO, IPG Mediabrands Australia
Peter Vogel, CEO, Wavemaker ANZ
Michael Rebelo, CEO, Publicis Groupe ANZ
Imogen Hewitt, CEO, Spark Foundry
Melissa Fein, CEO, Initiative Australia
Sue Squillace, CEO, Dentsu Media ANZ
Jimmy Hyett, CEO & Founder, This Is Flow
Chris O’Keefe, COO & Founder, Match & Wood
Virginia Hyland, CEO, Havas Media Group
Mark Jarrett, CEO, PHD 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.