



PRESS RELEASE

PETER VOGEL JOINS MFA BOARD

1 July 2021: The Media Federation of Australia (MFA) board has voted to appoint Peter Vogel, CEO of Group M agency Wavemaker Australia & New Zealand, as its newest board member.

Vogel fills the Group M vacancy created by the departure of Mark Lollback. He previously held a seat on the MFA board in 2014, stepping down in September 2015 when he moved to Hong Kong as CEO of MEC Asia Pacific.

With more than 25 years of experience, Vogel has worked as a client, and in creative and media agencies across a number of international markets and regions. He has been with Wavemaker (previously MEC) for over 20 years, ever since WPP acquired the specialist media strategy independent he founded in South Africa – Nota Bene.

MFA CEO Sophie Madden said: “I am delighted to welcome Peter back to the MFA board. He has always been a passionate and engaged member of the MFA community and brings more than 20 years’ experience in senior executive positions, both in Australia and overseas. He’s extremely well regarded by his media agency peers and clients and media owners, and will bring a valuable perspective to the ongoing work of the MFA Board.”

Peter Vogel added: “It’s a privilege to re-join the MFA Board. I have always been a strong supporter of the MFA and of a united media agency industry, and this is even more important as we continue to grapple with the effects of the Covid-19 pandemic, a growing talent shortage and evolving developments around transparency and verification. I look forward to working with my fellow board members to continue to build on the great work they are doing.”

The MFA’s most recent initiative was the launch of the [MFA Transparency Framework](#) 2021 update, outlining a set of best-practice principles of transparency for agencies and advertisers to follow.

To stay up to date with MFA news and developments, follow us on LinkedIn: [MFA](#) and [NGEN](#)

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
Katie Rigg-Smith, CEO, Mindshare Australia
Melissa Fein, CEO, Initiative Australia
Sue Squillace, CEO, Carat ANZ
Aimee Buchanan, CEO, OMD
Jimmy Hyett, CEO & Founder, This Is Flow
Chris O'Keefe, COO & Founder, Match & Wood
Virginia Hyland, CEO, Havas Media Group

For more information, please contact:

Andrea Sophocleous

T: 0431 98 94 99

E: andrea.sophocleous@gmail.com

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.