



PRESS RELEASE

MICHAEL REBELO AND IMOGEN HEWITT JOIN MFA BOARD

30 April 2020: The Media Federation of Australia (MFA) board has appointed Publicis Groupe ANZ CEO Michael Rebelo and Spark Foundry CEO Imogen Hewitt to the MFA Board as its two newest directors, completing the 13-member board.

Rebelo takes up the Publicis Groupe seat on the board, replacing Toby Barbour who announced last month that he would be leaving his post as Publicis Media CEO. Barbour joined the MFA Board in June 2018. Hewitt steps into a previously vacant seat reserved for a Publicis agency brand representative.

MFA CEO Sophie Madden said: “We are thrilled to have Mike and Imogen join the MFA Board of Directors. Their experience, engagement and understanding of the issues facing our industry will be invaluable assets to the MFA as we continue to advance the interests of our members in an evolving and challenging environment.

“While the impact of the COVID-19 crisis continues to be felt across our industry, it is more important than ever to focus on the development of our people, the improvements of the tools we use and the value we deliver to our clients. Having a committed board is key to that.”

Michael Rebelo also sits on the board of The Communications Council and will bring a unique perspective to the MFA through his broad involvement.

He added: “I’m proud to be joining the MFA Board, an association that plays such an integral role in advancing Australia’s ever-evolving media agency sector. I’m looking forward to working with the rest of the board to ensure that we continue to build a progressive and valued media industry, demonstrating media effectiveness that grows client businesses and client trust.”

Imogen Hewitt said of her appointment: “I’m excited to join the MFA Board and be part of a force that is constantly striving to make the media industry better at what we do for our clients and people. The MFA represents the common interests of almost 4,000 professionals. It is really gratifying to be asked to play a role, however small, in ensuring that we are building experiences and skills for those professionals that help propel them into fulfilling and successful careers.”

The MFA has transitioned its learning and development programs online, with all NGEN workshops and MFA5+ Inspiration Series events now delivered virtually and accessible to all members across Australia.



The full board of the MFA now 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
Mark Lollback, CEO, GroupM ANZ
Michael Rebelo, CEO, Publicis Groupe ANZ
Imogen Hewitt, CEO, Spark Foundry
Katie Rigg-Smith, CEO, Mindshare Australia
Melissa Fein, CEO, Initiative Australia
Brett Dawson, Founder & CEO, Bohemia Group
Sue Squillace, CEO, Carat ANZ
Aimee Buchanan, CEO, OMD
Jimmy Hyett, Managing Director & Founder, This Is Flow

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.