



## John Sintras GAICD Chief Executive Officer

Starcom MediaVest Group Australia

John began his advertising career as a trainee with Leo Burnett Sydney in 1982 and progressed in seniority until being appointed Media Director and then General Manager of the Sydney office. In mid 1999, he returned to the media business to launch the Starcom brand in Australia, and in January 2001, became Chief Operating Officer of the 'new' Starcom.

He was then appointed to his current role in June 2007, after 25 dedicated years with the group.

As Australian CEO, John oversees an organisation of more than 190 communications specialists across offices in Sydney, Melbourne, Adelaide, Brisbane and Perth. He works with many of Australia's leading companies including Suncorp Group (Suncorp, GIO, AAMI, APIA, Shannons), Optus, Virgin Mobile, MARS/MasterFoods, Lion Foods, Network Ten, Subaru, Metcash, Warner Music, Government of SA, Samsung, Blackberry & UBS.

He leads Starcom MediaVest Group's Global Product Committee which is responsible for inspiring over 7000 global employees and assessing and driving the continued development of the agency's global product. John is also a member of SMG's Global Management Group which drives operational and global client priorities, product, research tools and best practices.

John's a regular judge at local, regional and global awards festivals including Cannes and Festival of Media. He's a Graduate of the Australian Institute of Company Directors, has featured annually in the Ad News Power 50 review (a listing of Australia's most influential marketing and media leaders) since its inception, contributed to Andrew Denton's Gruen Transfer book and sits on several industry/charity bodies including:

- Australian Association of National Advertisers - Board Member (Commercial Interest Committee & Media Reference Group)
- OZTAM (Australian TV Ratings) Board Member
- Media Federation of Australia – Board Member
- Audit Bureau of Circulations – General Committee Member
- Advertising Standards Bureau – Board Member
- ABC Australia Network - Editorial Advisory Panel
- SMI (Standard Media Index) Advisory Board
- Cerebral Palsy Alliance – Board of Directors (Finance & Audit & Fundraising Committees)



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