



Ogilvy Sydney promotes, unveils new management team

Sydney, May 26, 2010: Ogilvy & Mather Sydney has announced a raft of promotions and unveiled its new management team, in a move that further reinforces its commitment to creative and client service.

The first of the promotions, effective immediately, sees Richard Carr appointed as General Manager of Ogilvy & Mather Sydney, to drive new business and provide strategic advice across a range of group clients.

With Ogilvy Sydney since 2002, Carr will continue to provide high-level client relationship management across the group, which incorporates OgilvyOne, Neo@Ogilvy and Ogilvy Sydney, as part of his new role.

Elizabeth Beatty has been promoted to Head of OgilvyOne, to oversee all elements of the direct and digital business and drive new client opportunities. As part of the changes, Chris James, who joined the consultancy in March this year as Digital Creative Director, will now become Head of Digital.

Penny Davy will take on responsibility for Communications Strategy, while Jhonnie Blampied becomes Head of Brand Strategy. All form part of Ogilvy's core management team.

Ogilvy Sydney's Managing Director Mike Daniels said the changes reflected the "outstanding client and staff management skills, teamed with a clear commitment to creative excellence" demonstrated among the team.

"These promotions are recognition of the unwavering commitment to producing great work that works among our new management team," he said. "We're excited about the future and know this team will help us continue our creative and client-focussed output."

In other staff news, OgilvyOne has also appointed Michelle Holland as 360 group lead to oversee the American Express account.

Ogilvy & Mather Sydney is part of STW Group, Australia's leading marketing content and communications services group.

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