

OgilvyAction appoints GAD

Sydney, March 15, 2010: Leading brand activation agency OgilvyAction has announced the promotion of Jo Gilbert to Group Account Director.

Leading a talented and dedicated team, Jo Gilbert will be instrumental in the delivery of results-driven brand experiences for clients as well as driving business development.

OgilvyAction's CEO, Mark Rodgers said: "Jo has proven experience in delivering innovative strategic solutions that drive sales and builds brand equity for our clients.

"She also has strong management skills and an excellent client relationship style which, coupled with her passion, talent and professionalism make her the ideal appointment to this role."

Gilbert will be responsible for leading the teams across all OgilvyAction's disciplines including consumer promotions and loyalty, experiential, trade engagement and shopper marketing, and has worked with OgilvyAction for the past three years.

OgilvyAction is part of STW Group, Australia's leading marketing content and communications services group.

Ends.

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