



## **Ogilvy Sydney continues to grow** ***Senior specialists appointed and promoted***

**Sydney, September 24, 2009:** Leading creative agency Ogilvy & Mather Sydney has made three key senior hires and an internal promotion, further bolstering its digital, direct and client service ranks in response to market demand.

The appointments come in the wake of strong growth for the company from within its existing client base, and as a result of several new business wins during the past 12 months.

Liz Joyce has joined OgilvyOne as acting Executive Director – Digital, taking responsibility for driving the company’s digital expertise. Co-founder of The White Agency, Joyce most recently led STW Group’s digital and direct offering. She will be supported by recently appointed Creative Director – Digital, Chris James, and Operations Director, Mark Ryan.

Ogilvy Sydney’s CEO, Stuart O’Brien, said of Joyce’s appointment: “We have made some great gains in the digital business this year, and have brought Liz on board to ensure we continue to develop growth, and create great work that works. Liz’s passion and expertise will benefit us enormously.”

Illustrating internal growth, Elizabeth Beatty has been promoted to Executive Director – Direct Marketing, for OgilvyOne. Beatty will be charged with powering the group’s expertise in direct marketing and CRM, and take responsibility for the area’s financial performance. She will also join Ogilvy Sydney’s management team.

O’Brien, said of Beatty’s promotion: “Elizabeth has done an outstanding job leading the Amex team, and securing our engagement with Nestle in the CRM space. She is a highly valuable member of our team, with fantastic experience, and great leadership skills.”

Ogilvy Sydney has also made two other key appointments; Suzie Baker has rejoined the agency as Business Director for Coca Cola sparkling brands, after a five year stint at Ogilvy’s Singapore office as Regional Business Director.

Baker’s key responsibilities in Singapore were to oversee both the Kodak Asia-Pacific and Coca Cola Live Positively Regional Project accounts, while driving business development and account growth across the Ogilvy group. During her time in Singapore she also worked as Regional Business Director for Motorola’s High Growth Market region (South East Asia, India, Middle East), and led a global pitch team to secure the Motorola Europe account in 2007.

Elizabeth Clerke has also joined the Sydney agency as Business Director on Telstra. Clerke most recently worked as Executive Director at BADJAR Ogilvy in Melbourne, where she ran the Myer account for more than five years. With more than 20 years of agency experience, Clerke has worked on some of Australia’s most famous and iconic brands ranging across consumer packaged goods through to fast moving retail business, including Myer, Tip Top, Westpac, Officeworks, McCain, SPC, Fosters, Bega, BHP, Energy Australia, Meat & Livestock Australia, The Sunday Telegraph and The Daily Telegraph. Before moving to Melbourne and joining BADJAR Ogilvy she worked at DDB and The Campaign Palace in Sydney.



O'Brien said the hires were key additions to the business, and an indication of its current pattern of solid business growth.

"Both Suzie and Elizabeth are senior executives with incredibly impressive track records and we're excited to have them join our outstanding established team," he said. "The most important element of their experience is that they've shown they can execute great work that works, which is what we are all about."

**Ends.**

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