



Ogilvy evolves management; prepares for future growth

Sydney, March 22, 2010: Ogilvy & Mather Sydney is positioning itself for the next phase of development by evolving key leadership roles in order to maintain growth and momentum.

Consolidating the agency's leadership, Mike Daniels, Managing Partner and Head of Strategy will take up the Managing Director role of Ogilvy & Mather Sydney.

In a move that has been in the planning pipeline for some time, Daniels will assume responsibility for all the non-PR Ogilvy companies in Sydney, including Ogilvy Sydney, OgilvyOne and Neo@Ogilvy.

Replacing Daniels as Head of Strategy will be Jhonnies Blampied, the former CEO and Chairman of DDB Australia who joined Ogilvy Sydney in October last year.

Stuart O'Brien will continue as CEO of Ogilvy Sydney, where he will maintain key client relationships and lead a high level consulting team within the agency.

"The time is now right to change some of the ways we run things in order to give an even greater focus on delivering great work that works for our clients," O'Brien said.

"We've had a great year in 2009 and are looking to build on that success. We believe in a very hands-on approach to the running of our business and I will remain deeply involved with our product and clients. At Ogilvy we are continually looking at, and planning for, our future to ensure we are placing our business in the right place for continued success."

Daniels continued: "We are looking to build on the known strengths of this agency, and retain our focus on solving business problems with better and better work. It will be about better creativity for better effectiveness – no more complicated than that."

Chris James, Digital Creative Director, also joins the agency's core management group as part of its focus on ever-greater standards for creative output.

O'Brien continued: "We have in place an outstanding leadership team to ensure the continued success of this agency as we move forward."

He said there would be other additions made to Ogilvy Sydney's management group made in the coming months, which will be announced at a later date.

Ends.

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