



# MEET THE 2023 CHAIR OF JUDGES AND THE ADVERTISING AND CRAFT JUDGING PANELS

We're thrilled to introduce our prestigious judging panels for the 2023 BADDC Awards.

Marcus Tesoriero, Chief Creative Officer of The General Store, is our 2023 Chair of Judges.

Our panels are composed of national and international judges, as well as a representative from Brisbane, making it a well-rounded team.

Please meet the esteemed members of our judging teams!

# FILM PANEL



## MARCUS TESORIERO | CHIEF CREATIVE OFFICER | THE GENERAL STORE CHAIR OF JUDGES | PANEL CHAIR

Marcus's ethos in today's landscape is simple: audience attention must be earned, not demanded. That's why he champions the belief that modern agencies shouldn't just make ads, they should exist to solve their clients' business problems – in whatever creative form that may be. Accruing a wealth of experience in building brands, his work has won at every major, creative and effectiveness award show around the world, including the likes of D&AD, One Show, Clio, LIA, the Effies, London IPA for Effectiveness, Spikes and the eminent Cannes Lions. Today, Marcus leads as Chief Creative Officer at one of Australia's fastest growing independent agencies, The General Store.



## KATRINA ALVAREZ-JARRATT | EXECUTIVE CREATIVE DIRECTOR | TBWA SYDNEY

Kat is a highly awarded, hugely passionate creative who's worked as an art director and writer in both New Zealand and Australia. For over 16 years she has delivered innovative creative thinking across some of the world's best loved brands including Kraft Heinz, Tourism New Zealand, Mars, Allianz, Toshiba, Foxtel, Optus, Tourism Australia and Woolmark. Katrina has won metal at all the big shows – recent highlights include Grand Prix for Good at Spikes Asia for Classify Consent, Gold at one Show, and Graphite at D&AD. Her work for Tourism New Zealand's PLAY NZ also won Grand Prix at Spikes and was also TBWA's most awarded campaign globally in 2021.



## CRAIG MERRETT | LEAD CREATIVE TINKER | THINKERBELL SYDNEY

Craig entered the advertising industry in 2015 following on from success in AWARD School. He has worked at a range of different agencies in Australia, creating award-winning work for clients the likes of CINSW, Budget Direct, Crust, Avis/Budget, Tooheys, Furphy, and many more. As a Lead Creative Tinker, he heads up a range of brands in the North Office, predominantly across the Lion portfolio of brands.



## LINDSAY THOMPSON | FOUNDER + CREATIVE DIRECTOR | SOUNDSCRAWL

With thirty years of experience, Lindsay Thompson is one of Brisbane's most versatile and dependable creative thinkers. Lindsay has seen stints at many successful multinational and independent advertising agencies in Brisbane. Campaigns such as 'Respect' for All Abilities Qld, 'Arts & Minds' for Anglicare and 'Dear Mind' for Qld Health have garnered Lindsay multiple awards over recent years. While his career has been focused as an Art Director, and ultimately a Creative Director, his lifelong passion for reading and useless trivia often sees him parading as a copywriter. Lindsay now uses these strengths to run his own creative offering, Soundscrawl Creative.



## ASHEEN NAIDU | EXECUTIVE CREATIVE DIRECTOR | TBWA\ SINGAPORE

Having worked in the industry for 25 years across South Africa, New York, Australia and Singapore, Ash is a multi-awarding winning Executive Creative Director. Under his leadership BWM Dentsu was ranked the 9th most creative agency globally in the 2019 WARC rankings. He is now Executive Creative Director at TBWA\ Singapore where he has led the agency to several Agency of the Year titles. It's his love of ideas that gets him up in the morning. That, and his 2 gorgeous daughters. Ranked the 10th most awarded Executive Creative Director in the World in 2019, he's been fortunate to win Grand Prix's at Cannes, One Show, Clios, NY Festivals, LIA, Spikes Asia and ADFEST, as well as several D&AD Pencils, including the coveted Black Pencil.



## JEREMY HOGG | EXECUTIVE CREATIVE DIRECTOR | HOWATSON + COMPANY

Jeremy leads the creative output at Howatson+Company. His leadership drives highly impactful and strategic communications, executed by any means possible. Throughout his career Jeremy's work has consistently been recognised for its creativity, effectiveness and craft. Winning at every major award show including D&AD, Cannes, AWARD, One Show, Clio and the Effies. He has yet to win at the BADCs.



## DAVID SHIRLEY | CREATIVE DIRECTOR | SPECIAL NEW ZEALAND

David is a Creative Director and Copywriter whose work has run the gamut from surreal to "what the f\*@k was that?!" Always provocative and intriguing, Shirley's campaigns have included a memory removal service for young drinkers, a world-famous social influencer who also happens to be Death, a highly seductive take on syphilis and a tense story that encourages everyone to get in touch with their inner-meerkats. For his efforts, his work has been recognised pretty much anywhere you care to mention – D&AD, Cannes Lions, The One Show, AWARD, Axis, Effies, and by his mum, who's "super proud".



# PRINT PANEL



## DAVID JOUBERT | NATIONAL EXECUTIVE CREATIVE DIRECTOR | DIG PANEL CHAIR

David has been fortunate enough to have, worked in multiple top agencies in various markets around the world. From Ogilvy JHB to Leo Burnett Singapore, TBWA/Hunt Lascaris South Africa to GPY&R Brisbane & Sydney and DDB Sydney. His philosophy is 'The work wins' and believes that creativity has the power to change the world. He's been awarded with over 100 International awards across every major category including gold at New York Festivals, Clio's, Mobius and Andy's. Silvers and bronzes at Cannes, Spikes, LIA, One Show and AWARD. As well as a yellow & wood pencils at D&AD.



## PAT SOFRA | HEAD OF ART & DESIGN | TBWA

Pat has worked as a graphic designer for the last 25 years. He has been with TBWA for 17 years and brings a wealth of experience, working across brands such as Adidas, Nissan and Coles. Alongside receiving global recognition across a number of projects, Pat was recently acknowledged for the NGV – Rigg Design Prize. He heads up the Craft department, working closely with the Creative leads to ensure strategic design remains a key capability of the agency.



## NILS EBERHARDT | CREATIVE DIRECTOR | SPECIAL GROUP

He has created a brainBAND that looked into the effects of concussion in sport and created an International anthem for Samsung. He has said 'Good Morning to the world' for Tourism New Zealand and he brought together Sharon Strzelecki and Kim Kardashian for Uber Eats. His latest Uber Eats campaign 'Get almost almost anything' is currently rolling out internationally to be the first global follow up to 'Tonight I'll be eating...'. When he's not doing advertising or playing Lego with his 2 children, he gets excited about surfing, guitars and zombies.



## MARIANNE O'BRIEN | CREATIVE DIRECTOR | CRISTIAN & MARIANNE

Over the last two decades, Marianne has built brands and solved problems for clients in Australia, New Zealand and Singapore. A few highlights over this time include trumping the Archibald Prize by a dollar for FootLocker; having some BCFing fun; launching a global campaign for Unilever; judging at Cannes twice; and creating a small human. Oh and leaving agencyland with her art director to now be Cristian & Marianne Pty Ltd.



## ANDREW TORRISI | SENIOR CREATIVE | DDB SYDNEY

Andrew is a creative who combines untraditional thinking with a PR edge to solve brand problems. His work has been recognised globally at Cannes, D&AD, One Show, Spikes and the Global Facebook Awards. He's also been recognised at the B&T 30 under 30s & International Cannes Young Lions. Outside advertising, Andrew has discovered the meaning of life by becoming a Dad, has an unhealthy obsession with hot sauce and plays video games far more than his wife approves.



## JOÃO BRAGA | CHIEF CREATIVE OFFICER | WUNDERMAN THOMPSON

Born and raised in Rio de Janeiro, Brazil, João has happily and effectively connected people and brands across 4 continents with work that's been recognised across multiple categories at Cannes, Effies, The One Show, Clio, D&AD and all major international shows.



## LEE SUNTER | EXECUTIVE CREATIVE DIRECTOR | SAATCHI & SAATCHI NZ

Lee is the Executive Creative Director at Saatchi & Saatchi New Zealand. In 2021 he was ranked No 1 Creative Director in Asia Pacific and 17th in the world, at the One Club for Creativity. Over the years, his work has won Best in Shows, Grand Prixs, Pencils and Golds around the world. Recently he creatively led the launch of The Royal Australian Mint's Donation Dollar - the world's first legal tender currency designed to be given not spent. In 2021 it made the Fast Company 'World Changing Idea' list and went on to become the most globally awarded campaign of the year. Outside of work he likes to love his powerhouse wife Katie, 3 young kids and dog - Donald.



## CAM MCMILLAN | LEAD TINKER | THINKERBELL MELBOURNE

Cam is a slender advertising creative from the sprawling metropolis of Invercargill, New Zealand. Now Melbourne based, he's spent the last heaps-of-years building some of the world's most iconic brands. His work has been recognised at Cannes, One Show, Clio, AWARD, blah, blah, blah. He's also tutored AWARD School twice. Most importantly however, advertising has allowed Cam to touch Arnold Schwarzenegger in an awkward embrace that still haunts him to this day.

# DESIGN PANEL



## **ADAM SHEAR | HEAD OF DESIGN | SPECIAL GROUP PANEL CHAIR**

Originating from Cape Town, Adam's work is a product of many global influences, having worked as a visual coordinator for leading fashion brands Issey Miyake and Levi's. Making the move from fashion back to visual communication, Adam has spent the last 9 years focusing his career on brand development, and has worked as Creative Director for leading agencies across London, South Africa and Australia. As a graduate of graphic and textile design, Adam's immense experience across a variety of sectors allows him to create extraordinary design solutions. He's known for his sense of refinement, creativity and meticulous attention to detail, and his visual concepts are a sophisticated mix of innovative simplicity.



## **DAN AGOSTINO | HEAD OF DESIGN | THE BRAND AGENCY**

With over 20 years' experience, Dan works across a wide variety of design disciplines including corporate identity, brand strategy, brand experience, digital and campaign advertising. His approach to design bucks-the-trend of many industry standards, including being a design director without the designer beard. Daniel's work has been published and awarded both locally and internationally, judging many award shows and twice being nominated for the PADC 'Designer of the Year'. His team has been the recent recipient of a silver Cannes Design Lion at the Cannes International Festival of Creativity, and has been recognised at the Clio Awards, Spikes Asia, AdFest, London International's, Good Design Awards, an AGDA Pinnacle, PADC Best of Show, and more.



## **TRENT HENDRICK | CREATIVE DIRECTOR | DENTSU CREATIVE**

Trent is a Creative Director at Dentsu Creative, Melbourne. Trent started his career in Brisbane and feels passionately about the creative industry in Queensland, which is why he loves to judge BADC. Throughout the last 15 years, his work has been recognised locally and internationally for both creativity and effectiveness.



## **EFFIE KACOPIEROS | CREATIVE DIRECTOR | INNOCEAN AUSTRALIA**

Effie Kacopieros is a multi-award winning Creative Director who has been in the production & advertising industry for over 13 years, creating visuals and building brand stories that connect with audiences. She's worked across some of Australia's most iconic brands like Kia, Samsung, Optus, Art Gallery of NSW, Air New Zealand, Lion & NRMA.



# DIGITAL PANEL



## **NITIN MISTRY | FOUNDER & DESIGN LEAD | DEANTE PANEL CHAIR**

A design and creative leader with 20 years experience in digital design and technology. Builder of multiple successful digital teams from London to Sydney to Brisbane. Passionate about the application of research led, empathetic and emotionally resonant design. Recognised by local and global awards; such as OneShow, Cannes Lions, AWARD Awards, LIA's, The Globals, CLIO's, The Amy's and The Webby's.



## **SEBASTIAN VIZOR | EXECUTIVE CREATIVE DIRECTOR | THE ROYALS**

Sebastian is a multidisciplinary medium neutral Executive Creative Director with a love of craft, design, UX, art direction and when time permits enjoys a dabble in screenwriting. For the past 15 years his curious and adventurous nature has led him around the globe; from London to Sydney, Melbourne, and Amsterdam collecting experiences in building global brands. Entirely medium neutral, with a clear focus on strategic ideas, he helps create culturally relevant content and digital experiences that stand out and connect with people. Along the way, he's moved a jet engine with just one hand, created athletic gear out of condoms and helped protect marine life by putting dolphins down stormwater drains. Over the years his work has been awarded globally at Cannes, Clios, One Show, Webbys, New York Festival, AWARD and LIA's. But he's most proud that he's been a tutor and lecturer at Miami Ad School and AWARD School and is somewhat proficient in talking about himself in the third person.



## **KEVIN PEASE | LEAD CREATIVE DIRECTOR | THINKERBELL**

Kevin Pease is an Ex Rugby League Player, DJ, Real-Estate Agent, Tyre Fitter, come award-winning creative, and self published author. His advertising career began as an intern in the States for L7 Creative, before joining Immersive Youth full-time as a junior creative. After spending a year there he relocated back to Australia. Now, over 9 years later Kevin has worked in some of Australia's best agencies including; Banjo Advertising, Naked Communications, Saatchi & Saatchi, Clemenger BBDO, DDB and The Royals. Working on iconic brands such as, AMP, Nandos, Instax, Gumtree, Worksafe Victoria, Red Rooster, Toyota, Cadbury, NIB, BankSA, QLD Art Gallery, BCF, RACQ, St. George Bank, Bank of Melbourne, Nimble, Platypus Shoes, Hype Shoes, Porsche, [Finder.com.au](http://Finder.com.au), Mercedes, and Beyond Blue.



## **MARIJKE SPAIN | ASSOCIATE CREATIVE DIRECTOR | LEO BURNETT**

Marijke is an awarded creative with a love for brilliantly simple and effective ideas, inspired by human truth. For the last 10 years she has been striving to make more of these, for a diverse range of brands, big and small. Holding herself to high standards, she produces work that leads to big results and many smiles. Most notably her work for Suncorp Group – One House to Save Many – won a Grand Prix Lion for Innovation at Cannes, along with recognition at other shows including D&AD, One Show, Caples and Spikes Asia. Some favourites however are non-advertising accolades, like being recognised as one of 'Fast Company's World Changing Ideas'. She is determined to continue to demonstrate the true power of creativity, as it can change the world.



# PHOTOGRAPHY PANEL



**MICHAEL CORRIDORE | PHOTOGRAPHER/DIRECTOR**

## PANEL CHAIR

Born in Melbourne, Michael currently resides and works in Sydney, Australia. He began his career as a photographer's assistant after graduating with a Diploma from Photography Studies College. His practice is multi-disciplined which includes photo media, directing and scoring music for short form film projects. Industry awards included multiple Gold, Silver and Bronze Lions, Cannes International Advertising festival. Gold, Silver and Bronze Awards, AWARD. Silver Nomination, D&AD. His commercial works has been selected for every issue of Lurzers ARCHIVE TOP 200 Photographers worldwide, spanning the past twenty-six years.



**KRISTIAN FRIRES | PHOTOGRAPHER**

Kristian is driven to create compelling imagery for his clients. He has a strong work ethic, a calm focused disposition and a high degree of technical ability founded on many years of formal training. He has lived and photographed in Europe, Asia and Australasia and travelled extensively across the globe. This experience has opened his eyes to many different cultures and shaped his perception and understanding of the world. Kristian is fascinated by people and the human condition. This is what draws him to photography - its form, emotion, layers and complexity. He is currently living in New Zealand shooting for a broad range of clients locally and internationally.



**SHAUN EGAN | CREATIVE DIRECTOR | BCM GROUP**

Shaun is a Creative Director at BCM group. He's not only one of the market's most talented creatives, Shaun is also one of the most like-able. He's held senior art direction and creative lead roles in Sydney and Brisbane, leaving behind national and international award-winning work in his wake.



**BEC MCCALL | CREATIVE DIRECTOR | TYPE + PIXEL**

Bec is a multi-disciplinary Creative Director with over 15 years' experience in the industry. During that time, she has developed an impressive body of internationally and locally awarded work that has also delivered solid results for her clients. As a creative leader, she is passionate about creating diverse, collaborative environments where creativity and innovation can thrive. She's also a sucker for cute animal videos.



**SACHA STEJKO | PHOTOGRAPHER**

Advertising photographer, Sacha Stejko, creates beautifully observed, insightful portraits that delve deep into the stories of her characters. Stylistically versatile, Sacha's commercial work ranges from artful visual storytelling to raw explosive action. This range is a testament to her remarkable talent and adaptability, making her a sought-after photographer for a variety of commercial campaigns. Sacha Stejko's work has garnered recognition and accolades both locally and internationally. Her ability to craft captivating images and tell stories through her work has cemented her as one of the industry's most coveted photographers.



**NICK BOWERS | PHOTOGRAPHER**

Nick Bowers is an award winning photographer living in Sydney, Australia. His personal work reveals his idiosyncratic style, scope and dedication to the craft. He loans his technical proficiency and understatement to portraiture and landscape. Nick has been a finalist in the following prestigious photographic awards – Josephine Ulrich Photography prize, Plenair Landscape Prize, Olive Cotton Photographic Award, Head On Portrait Awards, Sydney Morning Herald Shoot The Chef Award, This Time It's Personal at Sun Studios and has won Highly Commended in the coveted National Portrait Prize. Nick has exhibited his work in two solo shows "Over the Water to a Wild Land" and "Forty to Minus 30" in Sydney and represented in many group shows in Australia and overseas.

# FILM CRAFT PANEL



## **SIMON THOMAS | EXECUTIVE PRODUCER | GOOD OIL PANEL CHAIR**

As an Executive Producer at Good Oil, Simon joined the team in 2016 and established the Melbourne office. Good Oil is a collective of directors and creatives committed without compromise to the vision. We live where film meets art meets commerce. Simon is passionate about transforming great ideas on paper into campaigns that are loved. He brings a depth of experience and perspective having worked both sides of the advertising agency/production company fence. Clocking more than fifteen years agency side, working at Grey and GPY&R then later running successful production departments at AJF and DDB. Our work has been recognised at all the major shows (Cannes, One Show, New York Festivals, LIA, D&AD, AWARD) plus the industry recognition of multiple BestAds No.1 Australian Production Company awards, ADC Production Company of the Year, CICLOPE Asia Pacific Production Company of the Year and B&T Production Company of the Year amongst others. Passionate about the next generation, Simon is a current Co-President of the MADC.



## **JAMIE WATSON | EXECUTIVE CREATIVE DIRECTOR | HECKLER**

Leading the Design and VFX department in the development of talent, with over 20 years of professional experience, Jamie has overseen scores of creative campaigns and projects, from stop motion to live action, cell animation to integrated CG. He has been recognized by most major award shows, including D&AD, Cannes, and something called a Promax.



## **KYRA BARTLEY | DIRECTOR | FINCH**

Kyra Bartley is an awarded Australian director, whose work has earned her a reputation for elevated yet intimate storytelling. She draws on her background in fine art, animation and post-production to bring a multidisciplinary approach to her projects, showcasing a natural talent for pushing the boundaries between the real and the fantastical. With a profound fascination for the human experience, she is driven to tell stories that spark curiosity, provoke conversation and challenge the status quo. This has enabled her to create category defining work for brands such as Google, UNHCR and Vodafone, whilst being recognised as Cannes, Shots, D&AD and Ciclope along the way.



## **SUSAN STITT | DIRECTOR/DOP**

Over a period of 30+ years Susan has worked her way up through the local and international film and commercial industries, working on all media including art series, documentaries, feature films, and TVC's. In 2014 she was awarded her letters from the ACS, for excellence in the field of cinematography as the 7th Woman in Australia. She has won Gold, Bronze and Silver for projects at the ACS awards and has just had her Portrait of Warwick Thornton from "The Beach" TV series accepted into the permanent collection at the National Portrait Gallery. Working as a Stills Photographer and Director/DOP, her work is recognised globally.



## **SAM BOYD | CREATIVE DIRECTOR | BCM GROUP**

Sam is a Creative Director at BCM Group. With a career spanning 17-years, he has held senior roles in agencies across Sydney, Melbourne, Brisbane, and London. His work has been internationally and locally recognised at award shows including Cannes Lions, D&AD, LIA, Spikes, AMI, AWARD, and Effies.



## **SHANNON CROWE | CREATIVE DIRECTOR | THINKERBELL**

Shannon is one of the world's most awarded advertising copywriters, passionate university lecturers, and proudest advocates of equality.



## **BRENT LIEBENBERG | EXECUTIVE CREATIVE DIRECTOR | KHEMISTRY**

ECD at Khemistry, copywriter, lover of big, smart, fresh creative ideas.

# SOUND CRAFT PANEL



## ADAM MOSES | HEAD OF CREATIVE + PARTNER | MOSAIC MUSIC + SOUND PANEL CHAIR

Adam is a gardener of sound, a guitar pedal lover, and a disciple of harmony and its driving effect on emotion. He has been a "go to" composer in Film, Docos, and TV and you've heard his work on hundreds of campaigns in the advertising industry in Australia and globally for over 10+ years. He has won countless awards for his work, including a Cannes Lion, AWARD Pencils, a Music + Sound Award, and also received multiple APRA Screen Music Awards. His music is regularly heard on multiple platforms and he has performed and produced with/for some of the world's biggest talents on the stage, and in the studio. Adam has a unique ability to sit down and find something special, fresh and considered when approaching a project. Adam is a collaborator, a music producer, a specialist, and his happy place is working in the studio with other like-minded folks to create something special and find that extra 5/10% that makes it stand above the rest.

## REM BRUIJN | CREATIVE DIRECTOR | BRAINHEART

Rem is founder and Creative Director of Brainheart, a virtual creative agency ranked in Queensland's top 5 for creativity. He is one of Brisbane's most respected advertising and communications practitioners, and has authored famous campaigns including RACQ Insurance's (Charter boat? What Charter boat?) and Brisbane Marketing's (Yes, It's a Sleepy little Town), as well as contributing to many others. Rem's work has earned him over 250 State, National and International awards for Creative Excellence and Advertising Effectiveness, including BADC 'Best of Show' x 4. This is Rem's 3rd time judging BADC Awards. He has also judged AWARD, New York Festivals, AADC and Siren Awards for Radio Excellence (6 times a year for 15 years) before stepping back from the Judging panel in 2020. Rem was inducted into the Brisbane Advertising and Design Club Hall of Fame in 2012.

## ANDREW THOMPSON | CREATIVE CONSULTANT | THOMMO INC.

Andrew Thompson has been ECD of a number of successful Brisbane agencies, winning BADC Best of Show 6 times in the last 10 years. In 2022, he opened his own creative consultancy Thommo Inc which supplements his main income as an Uber Eats Delivery Driver.

## CAM MILNE | SENIOR SOUND DESIGNER | RUMBLE STUDIOS

Discovering his love of music at an early age, he stole all his mums records, taught himself piano and hit off notes in the shower. Undeterred by his terrible singing voice he set out to be the best damn sound engineer and music producer in town. That's when he landed at Rumble. Cam is an award winning senior sound designer who crafts immersive experiences for clients to hear and feel.

## RYAN DICKINSON | CREATIVE DIRECTOR | MASSIVEMUSIC

Ryan has worked as a sound designer, composer and creative across sonic branding, advertising, video games & films. In the advertising world he has helped some of the world's leading agencies in Australia, New Zealand & UK/EU craft the sound of brands including Samsung, Nike, BMW and Adidas.

## JAMES MARTELL | SENIOR SOUND ENGINEER | SQUEAKE CLEAN

Lover of sound !



# CREATIVE EFFECTIVENESS



## GERRY CYRON | EXECUTIVE HEAD BRAND THINKER | THINKERBELL

Inspired by Vance Packard's 'The Hidden Persuaders', Gerry started his quest to understand how people tick, what drives them, their motivations, fears, and desires; and then use that understanding to build brand narratives for commercial gain, social change, and/or behavioural change.

Gerry began his professional career as a Management Consultant 20 years ago in Germany at BBDO Consulting. He has since worked in Singapore, Melbourne and Sydney. Gerry has worked across a broad range of local and international brands across many categories such as Automotive, Entertainment, Finance, FMCG, Telco, Travel, and many more.

His work has been recognised and awarded in major award shows. The Won Report named him the 2nd most awarded Planning Director in the world. Whilst all shiny metal is nice, what drives him is effectiveness and innovation. To him, solving a genuine business problem or societal ill through innovative thinking that is scalable is inspiring.



## ROSHNI HEGERMAN | JAPAC ENTERPRISE DIRECTOR | ORACLE

Roshni recently has joined Oracle looking after Sustainability, Workforce and Generative AI. She was previously Managing Director of McCann Australia, Sydney, and Hero Agency. A passionate advocate for creative effectiveness, Roshni is committed ideas that work. Roshni is one of the most awarded creative effectiveness leaders across the region and is a huge advocate for leaning into creativity and technology to solve meaty business problems Roshni also has recently launched her own creative consultancy, Pinch of Masala, which leverages her strategic and innovation mindset to help businesses and brands truly understand the meaningful and tangible role they can play in people's lives. A global planning professional, Roshni's career has also spanned multinational leadership roles across Australia, China, India and the US.



## KELLY BRIGHTWELL | EXECUTIVE STRATEGY DIRECTOR | KHEMISTRY

Kelly is a strategist with over 15 years of experience in establishing, growing and repositioning brands across tourism, financial services, health and retail sectors. A creative thinker, natural problem solver and a bit of a geek; Kelly's unique style fuses the art and science of marketing to deliver results. Kelly brings with her a strong commercial acumen and an understanding of the pressures faced by marketers to deliver a tangible return on marketing investment.

