



MEET THE  
**2024 ADVERTISING AND CRAFT  
JUDGING PANELS**

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# 2024 FILM PANEL



## **JUSTINE ARMOUR** **PARTNER, CHIEF CREATIVE OFFICER FIG (NEW YORK)** **CHAIR OF JUDGES**

Justine Armour has 25 years of culture-defining work at agencies spanning New York, Portland, Sydney and Brisbane. She was named on the AdAge Leading Women list of 2021, in the ADWEEK Creative 100 of 2019, and was a Campaign US Female Frontier honoree in 2020. Justine joined FIG New York as Partner and Chief Creative Officer in 2023. Prior to this, she led the creative department at Grey New York as Chief Creative Officer, helping take Grey to Comeback Agency of the Year in 2022 and winning multiple creative and effectiveness awards for Pringles, P&G, and Applebee's, including a Gold Lion and Grand Effie. Her time in the US has also included stints leading the creative department at 72andSunny New York, and five years at Wieden + Kennedy Portland as a Creative Director and writer. The first half of her career was spent in her homeland, Australia, at various agencies including Publicis Mojo Sydney where she made celebrated work on Boag's and Hahn beers. She also spent two years at Saatchi & Saatchi Sydney, and six years at Clemenger BBDO in Brisbane and Sydney. Justine attended QUT and was recently named Advertising graduate of the decade by her alma mater. She grew up in the outer suburbs of Adelaide, South Australia. She was a theatre kid and went to public school.



## **JO SELLARS** **CREATIVE WRITER / DIRECTOR** **CONSULTANT**

Starting at Mojo Brisbane, Jo's long creative career has spanned states and countries, across some of our most famous agencies and clients. Her work has been nationally and internationally recognised, and she still loves nothing more than the power of a great idea.



## **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 two 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. As much as the awards are appreciated, it's connecting people with brands that really excites him. Ash believes in the power of collaboration and creativity to solve real business problems and in so doing, make a tangible difference to people's lives.



## **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.



**BRENT LIEBENBERG**  
**EXECUTIVE CREATIVE DIRECTOR**  
**KHEMISTRY**

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



**REES STEEL**  
**CREATIVE DIRECTOR**  
**BMF**

Rees Steel is an award-winning creative director at BMF with over a decade of experience at agencies including Saatchi & Saatchi New York, R/GA Sydney, and Clemenger BBDO. He has worked with clients as diverse as Tourism Tasmania, Google, P&G, Tennis Australia, NRL, ALDI, Samsung and General Mills.

**2024 DESIGN PANEL**



**FIONA McLEOD**  
**DESIGN DIRECTOR**  
**BMF**

Fiona McLeod is a Design Director at creative agency BMF, where she helps develop brand identities and advertising campaigns. Fiona has worked for clients such as Tourism Tasmania, ALDI, Endeavour Group, Federal Government, Clear Skincare, Viking Cruises, Norwegian Cruise Liner, Nestle and Unilever.



**CAROLINE GILROY**  
**FREELANCE**  
**CREATIVE DIRECTOR**

Caroline has worked in the design industry for nearly twenty years. Working in some of the industries leading branding and creative agencies in Sydney, London, New York and Melbourne.



**KEVIN BLACKBURN**  
**CREATIVE DIRECTOR**  
**MADE BY BIG**

Kevin is the founder and Creative Director of Made by Big. He has over twenty years of truly global design experience in all aspects of branding and graphic design. He has over 35 international design awards including D&AD, ADC, New York Festivals, Mobius and AGDA. His approach to design is characterised by a belief in meaningful ideas and simple effective communication.



**ADAM SHEAR**  
**DIRECTOR OF DESIGN**  
**SPECIAL GROUP**

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.

# 2024 DIGITAL PANEL



## **ANDRÉ PINHEIRO** **FREELANCE CREATIVE DIRECTOR**

André is a Brazilian/Australian creative director and innovation lead with a digital and copywriting background. He's been in this industry for quite a while now, long enough to grab hold of awards such as Cannes Lions, One Show, Clios, New York Festival, AWARD, FIAP, El Ojo de Iberoamerica and Wave Festival. The guy is a massive acronym enthusiast, with AI, VR, and AR at the top of his list. He also teaches Digital Copywriting at Skillshare and has dipped his toes into podcasting for a while. After working in São Paulo for over ten years, André dropped football for Aussie Rules, where he tinkered for over six years at Thinkerbell, and is currently freelancing as Creative Director at The Royals.



## **KEVIN PEASE** **ASSOCIATE 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 8 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, Mercedes, and Beyond Blue. Currently Kevin is working as an Associate Creative Director for Thinkerbell.



## **NITIN MISTRY** **CO-FOUNDER & DESIGN PRINCIPAL** **DEANTE**

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. Founder and design principal at DeAnte.



## **ANTHONY DEVER** **CREATIVE STRATEGIST** **TIKTOK**

I am an energetic and creative soul with a passion for culture, storytelling and problem solving. With over a decade of experience, along the way I've worked with industry leading brands like Beats By Dre, Coca-Cola, Red Bull, Qantas, Telstra, Netflix – and world-class creative thinkers to build the advertising of the future. Currently, I help the biggest brands in the world join TikTok.

# 2024 PRINT PANEL



## **NILS EBERHARDT** **CREATIVE DIRECTOR** **SPECIAL GROUP**

Nils Eberhardt is a Group Creative Director at Special Group Australia. He has worked internationally across Germany and Australia with his work having been awarded in every major award show nationally and internationally. 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 of playing Lego with his two children, he gets excited about surfing, guitars and zombies.



## **KORY McAVOY** **CREATIVE DIRECTOR** **FREELANCE**

When I was 14 I stumbled into a dusty award annual at a local car boot sale. I bought it for two bucks. It blew my mind. Made me feel something sparky on the inside. And so began a more than twenty year journey hunting this spark. Finding that for me it lived somewhere in the space of really thoughtful ideas, beautiful craft and most importantly making a good impact on my fellow humans.



## **JOÃO BRAGA** **CHIEF CREATIVE OFFICER** **INDEPENDENT**

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



## **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.



**DAVID JOUBERT**  
**NATIONAL EXECUTIVE CREATIVE DIRECTOR**  
**DIG**

David is the Chief Creative Officer at Independent Creative agency, Dig. He's 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 award at D&AD.



**MICHAEL KNOX**  
**EXECUTIVE CREATIVE DIRECTOR**  
**ICON**

A purpose-driven creative communicator and brand builder. Committed to collaborating, developing and motivating teams to deliver strategies, campaigns, products and experiences that create positive change. Internationally awarded, driven by data-led decision making and motivated by original thinking. I am inspired by human insights and I am passionate about connecting what people need with what brands deliver. I value authenticity and I believe ideas can change the world.



**CASEY SCHWEIKERT**  
**CREATIVE DIRECTOR**  
**BMF**

Casey is an award-winning Creative Director currently at BMF Sydney as the creative lead for Tourism Tasmania and Tennis Australia accounts. Prior to this, she worked in NYC at BBH and R/GA where she worked on PlayStation, Planned Parenthood, Verizon, Amazon and more.

# 2024 DIRECTION / CINEMATOGRAPHY CRAFT PANEL



## LIZ MURPHY

**DIRECTOR  
SWEETSHOP**

Liz grew up in Australia listening to John Farnham and watching Dirty Dancing on repeat. At school, she made stop-motion blu-tak man movies and documentaries about her friends when she should have been doing her homework. Her passion is 'to make stuff that gives people the feels'. Liz was named in Campaign's '10 female directors you should know' on account of her ability to elicit "stunning, emotional glimpses of life in all its peculiarities. After more than a decade in London with a focus on creating beautifully shot, emotive observational films and narrative, Liz returned to Australia in 2020. Liz has won awards from bodies around the world including the ADC, APA, Axis, BADC, Adfest and YDA.



## WILF SWEETLAND

**MANAGING PARTNER  
EXIT FILMS**

As a leader in the industry, Wilf Sweetland has been responsible for work that has been awarded at Cannes Lions, D&AD, LIA, Spikes Asia, AWARD, MADC, AXIS, NY Festivals, Clios, Creative Circle, Kinsale Sharks, and AdFest. He has judged or Chaired Juries at many of the same award shows. He has led a global production company, sat on the Advertising Council of Australia and made cool stuff. A true people person, Wilf wears his heart on his sleeve. He has a passion for BCorp and using business as a force for good. He has been a driving support behind RARE with Google and has mentored young creatives, producers and directors. Wilf founded The FireFlies Antipodes in the Southern hemisphere - a cycling charity raising money to beat blood cancer supporting the Snowdome Foundation. Wilf has now joined Exit Films as Managing Partner across Australia and New Zealand. This latest move is a home coming of sorts - having started his career making tea and coffee at Exit in 1998.



## SEVDA DEMO

**HEAD OF FILM AND CONTENT PRODUCTION  
SPECIAL GROUP**

Sevda leads the charge for Film and Content Production at the highly regarded independent agency Special Group Sydney. Prior to Special, Sevda led DDB Australia's Integrated Broadcast/Content production offering, resulting in them successfully delivering some of their most creatively ambitious projects. When living in NYC she worked at the highly awarded independent agency Johannes Leonardo and prior to that she spent many years at Clemenger BBDO Melbourne. She has been instrumental in overseeing and producing awarded campaigns for a variety of significant brands in Australia including UberEats, Ebay, Pepsi Co, ANZ, Kathmandu, Westpac, Volkswagen, Foxtel, Virgin, Sydney Opera House, NAB (National Bank of Australia), Tetley (Tata Global Beverages Pty Ltd), VB, Carlton Mid, Carlton Dry (CUB) and Bupa healthcare and more.



## JOHN STOKES

**DIRECTOR / CINEMATOGRAPHER  
STOKES FILMS**

John Stokes ACS is an Australian cinematographer who started his career shooting TVCs in Brisbane. John has won numerous awards for his work on Feature Films, Docos and TVCs. John's more recent work includes Darby and Joan S2 and is currently shooting Tandem unit on US series Hourglass S2.

# 2024 EDITING / VFX / ANIMATION CRAFT PANEL



## STEPHANIE POCKLINGTON

**VFX SUPERVISOR  
FIN DESIGN & EFFECTS**

Stef is a VFX Supervisor / Director working for Fin Design & Effects. Her career experience includes working on feature films, episodic, advertising, VR and experiential storytelling.



**JAMIE WATSON**  
**EXECUTIVE CREATIVE DIRECTOR  
HECKLER**

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



## MARK BENNETT

**SENIOR EDITOR  
MAMMAL & CO**

Mark is an internationally awarded film editor with a 25 year career that spans TVCs, Documentaries, and Films. He honed his craft amongst Brisbane's finest creatives in the late 90's to mid 2000's before heading to Sydney, where he currently resides.



## ADAM WILLS

**EDITOR  
ADAM WILLS EDIT**

Adam Wills is an award winning film and commercial editor based in Sydney. In a career spanning over twenty years Adam has edited campaigns for global brands such as Qantas, Vodafone, BMW, Honda, Lexus, Visa, GMC, Pepsi, HSBC, LVMH and Toyota and has collaborated with many celebrated directors including Alex Proyas, Patrick Hughes, Gregor Jordan, Jeff Low, Tim Bullock and Jeffrey Darling. Adam's long form work includes Supervising Editor on ABC's hit series "Old School" starring Sam Neill and Bryan Brown and additional editor on Alex Proyas' epic "Gods of Egypt" starring Gerard Butler and Geoffrey Rush. Adam's short form film work includes Richard Gibson's "A Message from Fallujah" starring Lance Hendrickson which won 'Best of Fest' at the LA Short Film festival and was short listed for the Academy Awards. Comfortable in any genre, from drama and visual narratives to vfx and comedy, Adam has been awarded for both his commercial and film work. Commercials he has edited have won many awards around the world including Cannes Gold Lions, D&AD's, and AWARDS.



## BILLY BECKET

**HEAD OF ADVERTISING  
FIN DESIGN & EFFECTS**

Billy is the Head of Advertising for Fin Design & Effects. He has opened up office for Fin in Shanghai and Los Angeles and now heads up Fin's Advertising business in Sydney.



# 2024 SOUND CRAFT PANEL



## **TIM BRIDGE** **HEAD OF SOUND** **SONAR MUSIC**

Timothy Bridge is an award-winning sound designer renowned for his collaborations with leading agencies on projects for global brands like Mastercard, Audi, McDonald's, and Samsung. His work on Samsung's Cannes Grand Prix-winning 'Flipvertising' campaign speaks for itself. Since joining Sonar in 2012, Timothy has been a driving force in the studio, taking on the role of Head of Sound in 2021. Timothy prides himself not only on his technical aptitude, but his collaborative relationships across the industry.



## **CHRISTIE LUXTON** **CREATIVE DIRECTOR** **CHRISTIE LUXTON CREATIVE**

Christie is a Creative Director still using a 10-year-old headshot and hoping no one will notice. She's convinced you to buy ice creams, insurance, home loans and holidays. She's persuaded you to drive more thoughtfully, conserve more energy and be more careful around electricity. And if you've ever felt the sudden urge to get out and have some BCFing Fun, that was her too.



## **JIM MCKEOWN** **GROUP CREATIVE DIRECTOR** **PUBLICIS WORLDWIDE**

Jim is currently Group Creative Director at Publicis Brisbane. After topping AWARD school, he worked in Sydney, London, Auckland and Melbourne. Along the way he created a catastrophic new poo called a Number Three for BabyLove Nappies, the first national amnesty for inferior wine called Operation Kerplonk for Fosters wine brand, Fifth Leg, and a beer carton that repels mosquitos for PNG's leading beer brand, SP Lager. What's any of that got to do with audio craft? Nothing, but Jim is also a good listener.

# 2024 SOUND CRAFT PANEL



## **DAN HIGSON** **DIRECTOR** **SMITH & WESTERN**

I have worked in the music industry all my life. First as a failed pop star. OK, it wasn't all a disaster - I was in Hawaii's first punk band (Open Wide) and I appeared live on Top Of The Pops several times as "stand-in bass player" for 80's Pop/Jazz outfit Matt Bianco due to a clerical error. I also guested on keyboards in my famous brother (Charlie Higson, writer and creator of UK comedy show The Fast Show)'s punk/funk band The Higsons. But it wasn't until I jumped the fence into the "jingle world" that things really started to come together. Since making the switch to composing and producing applied music, I have worked in the 'music for advertising' industry for over twenty years now, both in London and now in Sydney. In that time the music and sound I have produced has helped sell airlines, cars, department stores, nappies, chocolates, sports drinks, fast food, TV stations, mobile phones, magazines and a whole lot more.



## **CAM MILNE** **SENIOR SOUND DESIGNER** **SQUEAK E. CLEAN STUDIOS**

As a Senior Sound Designer at Squeak E. Clean Studios, I play a pivotal role at one of the world's leading creative audio networks, delivering cutting-edge sound design and audio services across the TV, Film, Advertising, Cartoon, Animation, and Gaming Content industries. With a passion for crafting immersive audio experiences, I work alongside some of the globe's most renowned brands and creative agencies, providing solutions that enhance storytelling and elevate the emotional impact of their content. My career is defined by a commitment to excellence, and I am honored to have recently received the ASSG Award for "Best Sound Design", a testament to my dedication to pushing the boundaries of sonic creativity. Over the years, I have been fortunate to contribute to multiple award-winning campaigns, blending technical expertise with a deep artistic vision. Whether it's shaping the soundscape of a commercial, fine-tuning the audio for a film, or creating memorable sound experiences for interactive media, I strive to fuse creativity with precision at every stage of the process. At Squeak E. Clean Studios, I collaborate with world-class teams to deliver top-tier audio content that resonates globally, ensuring every project we touch leaves a lasting sonic impression.

# 2024 PHOTOGRAPHY CRAFT PANEL



## **MIKE FRITZ** **CREATIVE DIRECTOR** **ENGINE GROUP**

Mike has amassed an incredible 20 years of advertising experience, working with iconic brands like Virgin Australia, Westpac, Tourism QLD, SPC, Telstra, Volvo, John West, Energex, iSelect, and Drumstick—just to name a few. His work has been recognised globally, including New York Festivals, Clios, Cannes Lions Festival, AWARD, AdFest, and One Show, not to mention a slew of BADC awards, including Best of Show. Mike has spent time at some of Australia's best creative agencies, including Clemenger BBDO, BWM, DDB, and Leo Burnett. He even took the road less travelled, living and working as a digital nomad in 11 countries alongside his better half. Most recently, he's found a home at Engine Group—one of Brisbane's most highly awarded independent agencies—as Creative Director. When he's not behind his Mac, Mike is pursuing his passion for art or enjoying family beach days on the GC.



## **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 likeable. 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.



## **SACHA STEJKO** **PHOTOGRAPHER** **SACHA STEJKO PRODUCTIONS**

Sacha Stejko creates beautifully observed, insightful portraits that delve deep into the stories of her characters. From as young as 6 years old, Ukrainian born, New Zealand raised photographer Sacha immersed herself in the New Zealand film and theatre industry. That bond becoming a force that nowadays compels her to forge genuine connections with the people she photographs. So much so that her subjects feel totally comfortable to open themselves up to having her lens tell their personal stories. Stylistically versatile, Sacha's commercial work ranges from artful visual storytelling to raw explosive action. Her approach conveys an appetite for colourful life experiences: from the determination and intensity of a teenager putting everything on the line for a chance to represent their country, to the sensitive capture of a deeply emotional portrait, or the visceral tension of a commonwealth boxer preparing for the fight of his life. Having captured stills imagery for international brands such as Opdivo, Standard Chartered Bank, Warner, Spark, Anchor, Adidas, Audi, Bose and Fonterra, this multi scholarship and award winning photographer approaches each shoot with a considered, passionate eye to each campaign.

# 2024 PHOTOGRAPHY CRAFT PANEL



## **NICK BOWERS** **PHOTOGRAPHER** **NICK BOWERS PHOTOGRAPHY**

Nick Bowers is an award winning photographer living in Sydney, Australia. His early interest in photography was based around the apparent contradiction of the absence and presence of the photographer in photographic images. More recently his concerns are around light, space, movement, process and environment. With more than a decade's experience in all aspects of commercial photography, Nick's work has been commissioned for use in diverse fields locally and abroad. His exacting work is the choice of boutique designers like Moffitt Moffitt, Houston and Maud to big brand clients like Qantas, Audi, Australian Defence Force and Telstra.

The personal work reveals his idiosyncratic style, scope and dedication to the craft. He loans his technical proficiency and understatement to portraiture and landscape. This work reflects Nick's engagement with experimental photography, shifting perspective and colour play. 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.



## **TOBY BURROWS** **PHOTOGRAPHER** **TOBY BURROWS PHOTOGRAPHY**

Four years of living and working in London fuelled his interest in photography, and on returning to Sydney he built an impressive, eclectic collection of personal and commissioned work. His portraiture work is now sought after for its bold exuberance, whilst his personal work which focuses on wider narrative and landscape context, often tips over into the ethereal or surreal. During Burrows career he has enjoyed critically acclaimed solo shows including; Soliloquy in 2015 at Flo Peters in Hamburg, Germany, Fallen in 2016 at Rebecca Hossack in New York, and also, Disappear in 2018 at The Gallery, Hyatt Regency, Sydney Australia. Commercially his recent clients include, Westpac bank, Telstra and Qantas, where he was recently charged with photographing the Centenary Campaign, Still Call Australia Home. Toby's belief that there is a simplicity and honesty in the relationship between photographer and subject means that he approaches his work with authenticity – setting it apart through permitting him unique access to capture the souls of his subjects.

# 2024 EFFECTIVENESS PANEL



**ROSHNI HEGERMAN**  
**JAPAC MARKETING DIRECTOR**  
**ORACLE**

Roshni is now JAPAC Marketing Director for Oracle. She was previous Managing Director of McCann Australia, Sydney, and Hero Agency. A passionate advocate for creative effectiveness, Roshni is committed to McCann's vision to unashamedly be the best creative and effective agency across every client and every campaign. Roshni brings both creativity and innovation to the heart of Hero's strategic thinking, 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.



**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.



**RACHAEL FRASER**  
**STRATEGY PARTNER**  
**ABEL**

Rachael is a highly experienced leader and brand strategist and one of B&T's 2024 Women in Media Strategy finalists. With an unexpected combination of humanity and creativity, Rachael has unlocked problems for brands and businesses from Amsterdam to Australia including Diageo, Unilever, Samsung, CommBank and Tourism Australia. She's passionate about big ideas, the power of positivity and learning from her three, crazy, wonderful kids.



**SIMON RICH**  
**CREATIVE STRATEGIST**  
**LION**

With 20 years of advertising experience across Australia and the UK, Simon has worked with major global brands including Mars, NAB, TAC, NatWest, Kraft, GSK, Simplot and most recently Lion Co Australia. His extensive expertise expands strategic brand development, campaign strategy and creative execution, making him seasoned leader in the advertising industry.

# 2024 RISING STAR PANEL



## **SUSAN LYONS** MANAGING DIRECTOR KHEMISTRY

Susan is an accomplished strategist who can comfortably move from enterprise level CX strategy to campaign strategy to business opportunity sizing to brand positioning. She enjoys making both big and small decisions every day that strike the balance between commercial interest and what's right for the customer.



## **ANDREW THOMPSON** FOUNDER THE OTIS RECRUITMENT COMPANY

After a long and somewhat illustrious career on the creative side of the business, in 2023 Andrew founded The Otis Recruitment Company with a simple aim - to be more useful and less expensive than the recruiters he had seen servicing agency land. 12 months on, and with over \$2.5 million in salaried positions filled, Andrew is pleased to be helping the next generation of diverse talent find their ideal roles across the best marketing, media and advertising companies in Australia.



## **MATT BAMKIN** EXECUTIVE PRODUCER + DIRECTOR LIGHT + SHADE

As an advertising production leader, Matt has spent the last two decades curating creative production teams and campaigns that deliver effective commercial outcomes for the Australian Government as well as the country's leading brands.

Having founded award-winning, integrated production and post-production studio Light + Shade almost 15 years ago, he serves as the company's Executive Producer while still getting his hands dirty directing projects he is aligned with.

Overseeing the creative and strategic direction of Light + Shade with a focus on expanding its Australian business, his signature approach to advertising has been the catalyst for humanising many corporate organisations, building brands that matter to consumers.



## **STU MYERSCOUGH** PRESIDENT BADC

Stuart Myerscough is President of the Brisbane Advertising and Design Club (BADC) and was the inaugural recipient of the BADC Client of the Year Award, recognised for championing creativity and pushing boundaries to ensure bold ideas went on to become great work. For over 20 years, Stu has built a career at the intersection of strategy, marketing and communications, leading transformative campaigns for global brands. As a judge for this year's Otis Rising Star Award, Stu is excited to recognise and celebrate the next wave of incredible talent rising through the ranks of Brisbane's creative industry – those bold enough to make their mark and shape the future.