

IT'S ALL SWINGS & ROUNDAABOUTS

BADC

PREMIUM SPONSOR

Vt.

CHALLENGE MAKES THE CREATIVE STRONGER

AWARDS JUDGES 2025

BRISBANE ADVERTISING AND DESIGN CLUB AWARDS



Design



Caroline Gilroy · Panel Chair

Head of Design · DDB Group Australia

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.



Daniel Agostino

Head of Design · The Brand Agency

With over 25 years in design orbit, Dan manages the brands of some of Australia's largest design accounts. Leading a team of ten specialist designers, he oversees projects from concept to production across a broad range of design disciplines, including corporate identity and branding, book publication, packaging, interior design, digital, and campaign advertising. Dan's work and words have been recognised both nationally and internationally, earning publication and accolades at major international and national design award shows. A regular guest lecturer at Curtin's School of Design, he has twice been a finalist in the PADC Diamond Skull Awards for 'Designer of the Year.' He has also served as a judge for the AGDA Awards, AWARD Awards, Good Design Awards, Australian Web Awards, and various regional creative award shows. Previously, Dan served on the national board of AGDA as WA's Regional Director and is currently the Co-president of the Perth Advertising and Design Club (PADC).



Robyn Butler

CoFounder · Lovework Studio

Robyn is the founder of Lovework Studio with over 20 years' experience in branding across Australia and the UK. She's worked on projects of all scales, from startups to global organisations, managing international brand programs and ensuring every project is delivered on time, on budget, and to a high standard. She's passionate about how brands adapt their identities across changing contexts and technologies, and about building mentally healthy creative teams that produce their best work. Robyn also helps clients make thoughtful, impactful decisions throughout the branding process. She has presented at The Design Conference, Ladies Wine* & Design, Shillington College, and QCA, and co-created Branding Now for Future London Academy, hosting live webinars for 400+ participants. Robyn has also delivered courses for AGDA and joined a Cambridge University panel on the ethics of Generative AI.



Tim Harding

Creative Director / Founder · Little Rogue Studio

Tim has spent over 21 years in the advertising and design industry, working with some of the most recognised and influential agencies around the world. In his most recent role as Creative Director at Publicis Worldwide, he led the creation of some of Brisbane's most awarded and powerful behaviour change campaigns across a diverse range of clients and sectors. In early 2023, Tim founded Little Rogue Studio, a nimble creative agency built to deliver bold ideas, sharp strategy, and crafted design for clients who want work that actually works. Starting from a traditional and digital design background, Tim has built a career spanning start-ups to Fortune 500s, charities to FMCG. This breadth of experience has shaped a creative philosophy focused on work that is insightful, modern, and impactful – work that connects brands with people in meaningful ways.



Ethan Hsu

Head of Design · Today the Brave

Ethan is the Head of Design at Today the Brave and is responsible for leading their world-class design department. Ethan transforms businesses through his strategic approach to design- specialising in brand, digital and motion design, drawn from his wealth of experience building and leading decorated teams at R/GA, Landor & Fitch and Wunderman Thompson. He has helped shape some of Australia's most iconic visual identities including the Australian Open, Event Cinemas, QT Hotels, IAG, Hearing Australia, Tim Tams and has driven the development of brand ecosystems for global organisations including Toyota, P&G, the Women's Tennis Association, and Nike.



Ellena Mills

Chief Design Officer · Howatson+Company

Ellena Mills-Stainer is Head of Design at Howatson+Company, bringing expertise in traditional print advertising, digital design, and branding. She has delivered impactful work for a range of clients, including Myer, Allianz, Qantas, Petbarn, Asahi Premium Beverages, Specsavers, AFL, and led the rebrand of the iconic triple j. In 2022, her work earned her recognition as the #4 Designer globally by D&AD. Ellena has served as a judge at prestigious national and international award shows, including D&AD, AdFest, The Drum, AWARD, and D&AD New Blood.



Digital



Anthony Dever · Panel Chair

Founder · Fever Dream Industries

Anthony is the ex Head of Creative Lab at TikTok where he partnered with Australia's senior marketers and agency leaders to inspire creativity, explore innovation and advance TikTok-first thinking to drive growth and relevance for their brands. Prior to TikTok, he spent his career as a strategist at creative agencies like R/GA, TBWA, Havas, and BCM as well as in the media as a technology contributor on ABC Radio and as an early independent blogger.



Rikki Burns

Digital Creative Director · Marketforce

Rikki has over 15 years' experience across both traditional and digital design and advertising. You'd think after that long she'd be an empty human shell, but she somehow remains passionate about creativity and its power to make real change. She comes with the requisite list of regional and international awards and judging experience, most recently serving on the AWARD Awards Digital Jury and the Cannes Young Lions Jury. For the past two years, she has also been an AWARD School tutor and national lecturer.



Reyhan Susilo

Digital Creative · Publicis Worldwide

I solve problems, find exciting ways to connect brands with people, create meaningful & frictionless experiences and deliver results. consistently. As a multidisciplinary creative, I bring over 15 years of experience, with a strong focus on digital craft, innovation, and gaming. I've helped brands connect with their audiences through impactful digital experiences and campaigns. From retail to behaviour change initiatives, I'm passionate about crafting solutions that genuinely resonate, placing the human element front and centre. My skill set spans across UI/UX design, building design systems, exploring emerging technologies (Gen AI, XR, web3, blockchain, and wearables), and creating compelling digital campaigns. Along the way, I'm chuffed that my work has received recognition and awards from industry peers.



Film



Sesh Moodley · Panel Chair · Chair of Judges

ECD · Thinkerbell

Sesh Moodley is an award winning creative leader at Thinkerbell with 20 years' experience across Australia, the US and UK at agencies including Saatchi & Saatchi, AKQA, Ogilvy London, Crispin Porter + Bogusky USA and Leo Burnett. His work has shaped culture for global brands, earning two ARIA nominations this year along with D&AD Pencils, Lions, Clios, One Show, Andys, AWARD Awards and more. He has served on juries for Clio, New York Festivals, ADC, The Andys and Australia's AWARD Awards. His campaigns have been featured by CNN, BBC, The New York Times and Fast Company, but most notably on his mum's fridge, reflecting his belief in creativity that makes a cultural dent.



Dan Borghesi

Creative Director · M+C Saatchi

Daniel Borghesi is a Melbourne-based Creative Director at M+C Saatchi. His work has been recognised more than 80 times at Cannes, D&AD, One Show, LIA, CLIO and NY Festivals, including winning a D&AD Yellow Pencil, a coveted One Show Green Pencil, Australia's Young Lions, and FBI Talent's inaugural LAUNCH competition. He has led major campaigns for CommBank, Lifeblood, Lexus, Origin, MYOB and the Minderoo Foundation, with a focus on craft and effectiveness. Beyond agency work, Daniel has been a three-time AWARD School tutor, spoken at This Way Up Festival and UnLtd's Big Chat, made the podium for AWARD's Emerging Creative of the Year, and was a B&T 30 Under 30 finalist in 2025.



Elle Bullen

Creative Partner · Hellions

Elle is a mum, Executive Creative Director and a Founder at Hellions, a creative advertising agency where she uses creativity to solve problems and create growth for global and local brands. She's been recognised as B&T's Women in Media Creative of the Year four times, won Australia's first Cannes Grand Prix for Good and is responsible for some of Australia's most love ads, from Bonds "BOOBS" to Slurpee's BYO Cup Day.



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.



Christy Peacock

Creative Partner · Friends & Allies

Christy oversees all Creative Direction of projects at Friends + Allies. Collaborating with a collective of experienced Creatives, Strategists and Global production companies using world-class thinking and global production knowledge to help solve business challenges. In his 25-year career, Christy has worked all around the globe. From the United Kingdom to North America to New Zealand and Australia; Sydney, Melbourne and now Brisbane; where he calls home. Along the way he has led the creative for numerous national & international clients, transforming consumer insights into highly relevant creative solutions. He has broad cross-category experience and a strong brand and retail background. Passionate about innovative creative solutions that are disruptive in market and ideas that are executed to their highest standard, he is relentless in his pursuit of always finding a better way. Along his journey Christy has been a recipient of every major industry Award globally.



Jess Wheeler

CD/Partner · SICKDOGWOLFMAN

Jess is Creative Director & Partner of independent advertising & design agency, SICKDOGWOLFMAN, and Co-Founder of SLATHER SPF. Frequently tugging on the threads of culture, his work has been purchased by the Melbourne Museum and State Library for their permanent collections, printed on placards at political rallies across the US, sold as NFTs, and even used by 50 Cent to reignite his infamous beef with Ja Rule (as well as pick up a collection of global awards, if you're into that kind of thing.) Jess has also held the position of State Head of AWARD School, Australia's premier course for aspiring creatives, lectured at Copy School, contributed to Russell Howcroft & Alex Wadelton's 'The Right Brain Workout', and pens popular creativity newsletter 'Death to Shit Ads'. (Although many of his school teachers would probably fall off their chair hearing any of this.)



Print



Pat Sofra · Panel Chair

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.



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. Rem 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 4th 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.



Ben Coulson

CCO · Ministry of Lateral Thoughts

Ben makes ads & other things that make brands interesting to people. The most effective ones have earned him pencils and other prizes, allowed him to judge other people's ads in very exotic locations and improved his understanding of medium priced wines.



Shay Devery

Creative Director · SHAY+

Shay is a Creative Director with over 20 years of experience across some of Australia's most respected creative shops. He now runs Shay+, a nimble creative setup where he partners with agencies and clients to deliver brand platforms, campaigns and content that actually land. His work has seen one person receive their very own Airbus A380, launched a giant slice of pizza off a 10-metre platform into Sydney Harbour, and created a cake that helped secure better care for young Australians with high care needs. He's also delivered brand and campaign work for clients like Samsung, Google, Qantas, Subway, Danone and Contiki, with recognition at national and international award shows along the way. Shay once held a Guinness World Record, although technically that no longer counts. But much like a good campaign, he still finds a way to bring it up in conversation.



Stacey Karayannis

Creative Director · Leo

Stacey is an award-winning Creative Director with over 14 years industry experience. She's been lucky enough to have her work recognised at the major award shows around the world. She works hard and laughs even harder. And her ultimate career dream is to make work her little boy doesn't want to skip on Youtube.



Jared Wicker

Creative Director · Freelance

Jared has found himself making weird and wonderful things that defy categorization — with the best producers, writers, sculptors, artists and directors from around the world. As a creative leader, he's helped multiple agencies get onto Contagious' coveted Creative Pioneers list, win almost every '#1 agency' award in Australia and top global award shows worldwide. Just last year, Jared was recognized as the top creative director in all of Australia. His work has also been lucky enough to win everything from Cannes Lions and D&AD pencils, to Vimeo Staff Pick and TikTok 'Creative Campaign of the Year'.



Film Craft

DIRECTION + CINEMATOGRAPHY



Jared Daperis

Director · The Sweetshop

A rising talent in the commercial industry, Daperis is a visual storyteller combining boldly filmic imagery alongside powerfully authentic performances. His work has been welcomed with immediate success at The Sweetshop; with nominations in the Berlin Commercial & 1.4 Awards for his work on Adidas & Red Cross. With a strong footprint across Asia he has led APAC & Global brand campaigns for Coca-Cola, Lee Kum Kee & Marriott.



Dylan Harrison

Director · Hooligan Collective

Dylan was the red-haired, freckled kid in the playground, on the sidelines trying to work out what made the other kids tick. It didn't make him many friends, but it did set him up for a career in advertising and then directing. Throughout his 20 year career as a creative leader in advertising agencies across the UK, New Zealand and Australia, Dylan Harrison applied this fascination with humanity in brand storytelling, while developing his passion for film making. Dylan enjoyed a highly decorated decade at DDB London, before spending his last 4 agency years as Executive Creative Director at DDB Sydney. Under Dylan's sole creative leadership, DDB Sydney prospered in the most commercially and creatively successful years ever, ranking in the top 5 in the DDB network worldwide, up from 23rd. In 2014 he began directing full time, crafting television and cinema commercials and online film for blue chip Australian brands for the last 12 years.



Luke Kneller

Producer · Exit

Luke Kneller is a Producer with over 15 years of experience in commercial and film production.



Tony Luu · ACS

Cinematographer

Tony Luu ACS has been a Director of Photographer shooting TVCs, Feature Films, Promos and Music videos for 25 years. Originally a "Banana Bender", Tony moved to Sydney 15 years ago to chase all the asthma related diseases only the big smoke can offer. With a trove of ACS Awards in wide ranging categories on the mantelpiece, Tony brings a wealth of experience to the BAD panel this year.



Katie Milwright · ACS

Director of Photography

Katie Milwright ACS is an ACS award winning and AACTA nominated Cinematographer working across Film, Television, Art and Documentary. A storyteller at heart, Katie is known for her personal approach to creating cohesive and beautiful visual narratives. Katie shot Crystal Bear winning feature film SWEET AS and TV series DEADLOCH, both earning her AACTA award nominations for cinematography in 2024. Television credits include, GOOLAGONG for ABC, THE ARTFUL DODGER S02 for Disney+, BLACK SNOW SO 2 for STAN, THE CLEARING for Disney +, YOUNG ROCK for NBC Universal, UPRIGHT for Foxtel/Sky UK, Netflix series SURVIVING SUMMER and Josh Thomas' critically acclaimed PLEASE LIKE ME. Katie's work on documentary GURRUMUL was also nominated for an AACTA for best cinematography. Katie shot feature film LOOKING FOR GRACE for Director Sue Brooks, premiering in competition at Venice Film Festival, winning a Gold ACS award and a nomination for a Film Critics Award. Feature film GUILTY was awarded an ACS Gold Tripod. Other features include CELESTE, THREE SUMMERS, THE SPACE BETWEEN, SUCKER and CORROBOREE. Katie was also nominated for 'Best Cinematography in a Music Video' for CocoRosie's LEMONADE at Cameraimage Cinematography festival in Poland. Katie lives in Melbourne/Naarm Australia but loves the opportunity cinematography gives her to travel with her work.



Film Craft

EDITING + VFX



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.



Katie Mackin

Founder and Managing Director · Unlisted & Passion Melbourne

Katie Mackin began her career in 2001 and has since built an international reputation in animation and VFX production. After working with leading studios in London, New York, and Cape Town, she returned home to establish Passion Pictures Melbourne in 2015 and later founded Unlisted in 2018.

Under her direction, Unlisted has become a globally recognised production company representing world-class animation and mixed-media talent. She has produced campaigns for Coca-Cola, Nike, Oppo, Audi, and PopMart, in collaboration with leading international agencies. Now based in Shanghai, Katie continues to expand Unlisted's creative reach across the Asia-Pacific region, connecting global talent with ambitious brand



Joe Morris

International Film Editor & Post Production Supervisor · Morris Post Productions

With over two decades of experience across Australia and abroad, Joe Morris brings a fearless approach to storytelling that cuts across all genres and mediums. From drama, comedy to fashion, live-action, and CGI, his editorial instincts give every frame purpose and rhythm.



Piotr Stopniak

Creative Director · Heckler

Piotr was the cofounder of creative studio Toby And Pete which evolved from an award winning typography and design practice into a multidisciplinary experiment that produced music videos along side laser powered installations, AR experiences for Brian Eno and anything in between. Since then Piotr has continued his exploration of creative technologies through his solo work until finding a home at Heckler as the creative director.



Sound Craft



Dan Higson · Panel Chair

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.



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.



Cam Milne

Creative Director/Sound Designer · Tonic

As a Creative Director & Sound Designer at Tonic, 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 Tonic, 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.



Daniel William

Sound Designer · Rumble Studio

Daniel William is a graduate of UTS who cut his teeth freelancing after uni before finding his home at Rumble Studios. Daniel is an award-winning sound designer who's all about creating immersive and engaging audio. He's worked across all kinds of sound projects from film to advertising.



Photography Craft



Nick Bowers

Photographer

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.



Will Hartl

Photographer

Will Hartl is a portrait and lifestyle photographer living and working on Gadigal Land. Will is known for blending the realms of photojournalism and advertising through his authentic approach and unique sensibility. Fascinated by the character of Australian life and its people, Will's work reflects a commitment to exploring and celebrating the cultural tapestry of a sunburnt country.



Finlay Mackay

Photographer

I'm a seasoned photographer working across commercial, editorial and film. I've shot everything from global ad campaigns to political movements, blending choreographed control with spontaneous chaos. Originally from Scotland, I've worked extensively in the UK, US, Europe and Australia. My projects range from shooting Time magazine covers and capturing intimate portraits for The New York Times, to sharing a behind the fence look at the Angola Prison Rodeo and documenting a revolution attempt in Cairo. I have a particular obsession for lighting and emotional detail. My clients include Nike, Adidas and Apple, and publications like Time, The New York Times, and Vanity Fair. My work is held in the permanent collection at the National Portrait Gallery in London.



Sacha Stejko

Photographer

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.



Lee Griffin

Creative Director · Publicis Brisbane

Lee Griffin is an award-winning creative director, art director, writer, and designer. He's forged a life out of advertising, creative industries, and the arts for over 20 years — living and working between Brisbane, Melbourne, and Nashville, Tennessee.



Effectiveness



Gerry Cyron

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 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.



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.