



ORGANISER'S PROFILE

Thomas Ang

General Manager

FUSE

Thomas Ang, brings with him a wealth of experience for nearly 20 years in advertising and events. Prior joining FUSE (A business division of Omnicom Media Group), Thomas was the Managing Director at BOOM (A member of TNBT GROUP), spearheading the group events arm and before, the Executive Director at Posterscope South East Asia (a member of Aegis Media, UK) which is part of the Out Of Home Global Network .

Thomas is a familiar face in the outdoor advertising arena, where he was instrumental in setting the standard of taxi advertising when pioneered the Cannes Creative Competition which was well received by both advertisers and agencies while he was the General Manager at Comfort Ads. Thomas spent a decade at Comfort Ads, where he made his mark revolutionizing taxi advertising in Singapore.

While at FUSE, Thomas will spearhead the company's direction and management, focusing on experiential events and sponsorship.

Thomas holds a Master Degree in communication management from the University of South Australia. He is also the Chairman of Sponsorship (Institute of Advertising) and a council member.



Lorraine V Hadfield
Managing Director
**INT'L AUDIENCE MEASUREMENT
 NIELSEN OUTDOOR**

Lorraine V. Hadfield is the Managing Director (MD) of International Audience Measure for Nielsen Media Research International and of Nielsen Outdoor, both units of The Nielsen Company. Nielsen Outdoor is dedicated to developing and commercially launching an electronic, people-based audience measurement service that relies on advanced GPS technology to track consumer exposure to outdoor advertising.

As the MD of International Audience Measurement, Lorraine manages higher-growth opportunities such as Nielsen Outdoor and the strategic expansion of the measurement of radio, print readership, and new products and services worldwide.

Based in New York, Lorraine is a member of the International Operating Committee of Nielsen Media Research, and is a board member of BBM Nielsen Media Research, a joint venture to measure television audiences in Canada.

Previously, Lorraine served as Managing Director, ACNielsen South Africa (SA), where she managed the unit's media research business as well as ACNielsen's retail tracking, consumer panel and customized research operations, while overseeing a broad number of critical administrative support functions, such as finance and human resources.

Prior to joining ACNielsen, Lorraine had a long and diverse career in media management, consumer product marketing, and advertising. Previously, she was general manager of Newstalk Radio 702, SA's leading commercial newstalk radio station, and before that, marketing director for Pillsbury Brands SA.

Lorraine has also held senior marketing and brand management positions with Enterprise Foods (Pty.) Ltd., Tastic Rice Corporation and Unilever Foods SA. On the advertising side, Hadfield was an account manager at McCann Eriksen and a partner at Greathead Associates Promotions Agency.

Lorraine is a graduate of the University of Natal in Durban, South Africa, and currently resides with her husband in Pennington, New Jersey.



David Guerrero
Chairman/Chief Creative Officer
BBDO GUERRERO ORTEGA

David won his first award while on an agency placement in London. And that probably set him on the road to having been named one of Asia's top 10 creatives by trade magazine Campaign Brief Asia. The same publication has named BBDO Guerrero Ortega in Asia's top 30 and as Philippines Agency of the Year in both 2006 and 2007.

He worked in Hong Kong from 1990 to 1995 and was responsible for some memorable work in that period, notably a worldwide campaign for Cathay Pacific Airways. He started his career in London and was educated at Sussex University and the School of Communication Arts.

This year is President of the radio jury in Cannes and has previously chaired the print jury at Adfest and Melbourne Art Directors Club and worked on a number of other international and regional juries. Awards include Golds, Silvers, Bronzes and 'in the book' at Cannes, Clio, One Show and D&AD.



Alex Thompson
Chief Executive Officer
KINETIC (ASIA PACIFIC)

Alex Thompson is the CEO of Kinetic's Asia Pacific network. Kinetic is an independent planner and buyer of out of home (OOH) campaigns and has a global network of offices.

Alex is highly experienced in developing the specialist buying proposition for clients in global markets. Prior to his Asia Pacific appointment, he worked in South Africa, Poland and the UK. He also established specialist outdoor buying units in Russia, Ukraine, Indonesia, Venezuela, India and The Baltics before becoming CEO of Portland, the WPP OOH specialist.

Based in Singapore, Alex is tasked with developing the OOH specialist business model in Asia Pacific – currently the fastest growing OOH region in the world.



Jim Goh
Regional Managing Director
OMNICOM MEDIA GROUP (SEA)

Jim started his career 23 years ago working in the FMCG, Luxury goods, and communications industries; the last 7 years saw him embarking on the media communications industry with OMD/ Omnicom Media Group (OMG). He brings on board with him the interesting perspective of one who has worked on both the agency and client sides of the business.

Before his appointment as the Regional Managing Director (MD) of OMG SEA in 2006, he was the Regional MD of OMD SEA and also the founding MD of OMD Malaysia.

In 2003, he founded a second media agency network, Media Wise which proved to be highly successful. This formed the foundation to launch PhD across the markets in Asia in 2006.

Jim is currently responsible for OMG's operations in Malaysia, Singapore, Thailand and the Philippines; and the new markets in Vietnam, Indo-China, Indonesia and South Asia.

When he is not working, Jim enjoys spending quality time with his family, sketching and painting and occasionally whipping up a favourite dish or two.



Glen Wilson
Deputy Managing Director
Posterscope

Glen Wilson has been involved in outdoor advertising for over 15 years. He joined Posterscope in 1994 as an Account Director from London Transport's advertising arm.

He has worked on some of outdoor advertising's best known brands, such as Wonderbra and the famous 'Hello Boys' campaign.

Apart from conventional outdoor media, Glen championed the use of new technology and production techniques, turning poster sites on their end for Pretty Polly, building ice rinks for Absolut Vodka and projecting scantily clad women onto buildings for Wonderbra.

In March 2002, he launched Hyperspace, Posterscope's creative Out-of-Home media division.

Currently, Glen is responsible for all of Posterscope's direct client relationships as well as specific development of Out-of-Home planning tools and consumer insight.



Craig Harvey
Media Director
Synovate (Asia Pacific)

Craig Harvey has 15 years of research experience. He has worked on the side of the media specialist, media research supplier and broadcasting business, first in the United Kingdom and now in Asia Pacific.

Craig's past experience includes overseeing the development of proprietary regional single-source research initiatives on behalf of a media specialist, active involvement in the Hong Kong's industry tender for the television audience measurement contract and the development of international revenue streams for China's largest TAM supplier.

Based in Hong Kong, Craig's focus at Synovate is the development of media research survey in Asia Pacific, covering PAX, Media Atlas and Young Asians. He is also actively developing insights into digital media and audience behaviour.



Giulio Dorrucchi
Chairman & Chief Executive Officer
PGK MEDIA

Giulio Dorrucchi has been actively developing and studying interactive and broadcasting technologies for more than 18 years. Since 1987, he joined the research and development departments of Eidos SpA under the European Funds Associations and the Television University Centre of Milan (Italy) and funded Equart Light Srl, pioneering the development of interactive programming and optical memory devices in cooperation with Sony Italia.

In 2001, he started PGK Media Pte Ltd (Singapore), a research and development centre that is responsible for Singapore's nascent Mobile TV broadcast. Under his leadership, PGK Media's milestones include the largest media trial in Singapore involving 500 interactive taxi systems in 2003 and several Digital Media Projects awarded by the Media Development Authority (MDA) of Singapore. In 2006 PGK Media secured the first nationwide trial licence and spectrum for Digital Mobile TV Broadcasting.

Today, he is the Chairman of Singapore DAB Development Forum and is tasked with the promotion of digital convergence in Asia. Giulio is also a member of the Singapore Advertising Association and a foundation member of the Singapore International Advertising Congress.



Belen Fernando
Vice President, Marketing
ALASKA MILK CORPORATION

Blen is currently Vice President for Marketing and member of the Management Committee of Alaska Milk Corporation, the leading local milk company in the Philippines. Her Marketing experience is a combination of multinational and entrepreneurial exposure in various categories ranging from food, liquor, personal care, dairy and OTC drugs from her marketing stints at Johnson & Johnson Phils, Bristol-Myers/Mead Johnson, The Bar Beverage Corporation and URC Corp.

In Alaska Milk Corporation, she has led the Marketing team in strengthening Alaska's leadership and posting large growths in the highly competitive milk categories through memorable advertising campaigns, new product launches and integrated brand activation programs. She is also actively involved in the identification of new business opportunities for the Company such as Alaska's partnership with Kellogg's, Hershey, Nabisco and recently, Nestle.

During the International Women's Year in 2000, Blen was named one of the "Outstanding Women in Sports" in the field of Sports Marketing, given by the Philippine National Commission on the Role of Women and the Phil. Sports Commission.

Ms. Fernando is actively involved in promoting the self-regulation practice in Philippine advertising. She served two straight terms as the President of the Philippine Association of National Advertisers (PANA) in 2005 and 2006. Blen has led its 300+ member companies into a more professional, dynamic and responsive organization.

She is currently the Chairperson of the PANA Foundation, the advocacy arm of PANA while serving as the Vice-Chairperson of the Advertising Board of the Philippines (AdBoard). She also chairs the AdBoard's Technical Sub-Committee of the Advertising Content Regulation Committee (ACRC) that resolves issues related to the screening and hearing of complaints on advertising content and the Trade Practice & Conduct Committee (TPCC) that resolves inter-association issues related to contracts and obligations.

Ms. Fernando completed her A.B. Economics degree with honors and her MBA units in from the Ateneo de Manila University in the Philippines.



Jonathan Kneebone
Founder/Writer/Director
THE GLUE SOCIETY

Jonathan is a writer/director at The Glue Society, an independent creative collective he co-founded with Gary Freedman combining idea generation with execution.

Having created numerous award-winning projects at HHCL London, he moved to Young & Rubicam Sydney where he created the infamous UV sunscreen campaign featuring a bunch of black guys gently mocking their white counterparts for their lack of melanin.

He subsequently won a British Design & Art Direction Silver Award for News Limited's *Knowledge Keeps Like Fish* – a project he created in collaboration with Lachlan Murdoch. It became the inspiration for The Glue Society which was formed in 1998.

Shortly after their decision to combine writing with execution, the company was soon selected for the New Director's Showcase at Cannes. They are now represented by radical media worldwide.

His own and his company's writing/directing work has appeared and been awarded in Asia, Europe and America for clients as diverse as Virgin Mobile, Yahoo and Elle Macpherson.

In 2004 The Glue Society received a record number of awards (27) at the Australian Writers & Art Directors Awards for both concept and craft.

Their work also won the Grand Prix Direct at Cannes in 2004, one of just four Titanium Awards in Cannes 2005 and this year 2 Gold Lions and two silver pencils at D&Ad - all for various Virgin Mobile Australia projects.

The Glue Society now features 10 writers, designers and directors – working out of offices in Sydney and New York.

The company's recent involvement in directing long form brand content projects for Crispin Porter + Bogusky (Burger King Chicken Fight) and the multi-award winning BBH New York (Axe Gamekillers) has earned them the recognition for being 'experts at things which haven't been done before'.

Recent high profile projects include being green-lit by a cable network in America to write and direct an entirely new comedy show – as well as recently winning the People's Choice award at this year's Sculpture by the Sea.



Tay Guan Hin
SEA Regional Executive Creative Director
JWT

Guan graduated from Art Center in Pasadena during a worldwide recession.

Luckily, he found work after winning the Best of Show in LA Creative Club Student Competition.

Before returning to Singapore, he took a few months off teaching in Russia Far East, Vladivostok.

In 1998, his work formed part of the winning portfolio when Adage named Saatchi & Saatchi Singapore "International Agency of the Year". Under his leadership, Campaign Brief Asia ranked Leo Burnett fifth hottest agency in the region. And ranked him as one of the region's top ten creatives for the past 4 years and 7th in The Work 2004. Guan joined JWT in 2005 and was elected to the Worldwide Creative Council.

His awards include Gold lions in Cannes, D&AD, One Show, Clio, Adfest, Award and Spikes. In fact, 3 campaigns are included in Gunn Report 's top 10.

Guan has judged for D&AD, One Show, Adfest, and Spikes & Award in Sydney. This year he's been selected to judge Cannes.

He is only the second Singaporean to chair the Creative Circle Awards and served as Chief Jury for Malaysia's Kancil Awards. He will be chairing the inaugural Asian Outdoor Awards 2007. And last year, he was voted as one of top four most influential Creative Directors in Singapore

Guan believes in staying close to the ground: By giving his time to the students through workshops for young creatives in One Show China and Adfest. By servicing in the Singapore army as a mechanic under an oily tank.



Malcolm Hanlon
Chief Executive Officer
ZENITH MEDIA (CHINA)

Malcolm Hanlon is the CEO of Zenith Media China, part of Publicis Group Media – the largest media buying group in China.

A member of the 'International Media Community' for many years, Malcolm has just moved to China after having spent 5 years as Managing Director of ZenithOptimedia International based in London. Prior to this he was the General Manger of Zenith Media Singapore and client Service Director of Bates Indonesia.

Under Malcolm's leadership, ZenithOptimedia International won Media and Marketing Europe Magazine 'Agency of the Year' two years in a row (2004 and 2005) as well as 3 Cannes Gold Media Lions for Lexus, HSBC and HP.

Key clients he has worked on include: Toyota, Lexus, Audi, General Motors, Hyundai, HSBC, Nokia, Coca-Cola, Procter and Gamble, Heineken, Puma, LVMH, Sony and Hewlett Packard.



Koshi Uchiyama
.COM Director
{suit}men entertainment

Graduating from the prestigious Keio University, Koshi has come a long way to be widely regarded as Asia's digital guru.

He came from 18 years at Dentsu Japan initially in the PR division where he had a wide array of diverse experiences from creating Madonna's first Japan concert to creating the worlds largest monitor for the largest disco at the time.

This diversity of experience was at the start of the digital boom and a natural launching pad for him to take the digital plunge.

Rapidly embracing the new potential, Koshi was charged by Dentsu to create and establish the first digital department for them.

Seven years ago he left Dentsu with Tohru Tanaka to establish GT where they share the highest reputation in the digital world of Asia. It should also be noted that Koshi is the most internationally awarded Japanese creator in the digital field.



Gavin Coombes
Chief Executive Officer
FUTUREBRAND (ASIA PACIFIC)

Gavin Coombes is responsible for the management and growth of FutureBrand in the Asia-Pacific region.

Gavin began his career in journalism before moving into public affairs and issues management consulting for a major firm in his native New Zealand. He later moved to Visa International as regional Corporate Communications Director, responsible for managing brand, marketing and public relations activities throughout Asia-Pacific.

Following his time with Visa, Gavin spent several years at Euro RSCG Worldwide, ultimately as Executive Vice President in charge of all regional digital, direct, database, sales and event activity. During this time Gavin was actively involved in global advertising, marketing and integrated campaigns for Intel, Microsoft, Volvo among others.

His experience working across all communication and activation channels gives Gavin a unique perspective on brand management and development. "In this day and age, a great brand is not a static icon but something alive and dynamic that has real meaning for consumers and employees. FutureBrand is perfectly placed to lead this evolving trend."

Following a lengthy period living in Hong Kong, Gavin is now based in Singapore and travels extensively and regularly throughout the region.



Raymond Leong
National Marketing Manager
DHL EXPRESS SINGAPORE

As the National Marketing Manager, Raymond oversees communications, brand positioning, business strategies, research and pricing for DHL Express Singapore.

Raymond joined DHL Express in 1996 where he held key marketing positions in a few markets in Asia Pacific. He was the Area Marketing Manager, South Asia Indochina from 2004-2006 where he led and developed comprehensive marketing plans in 11 countries to raise DHL brand awareness, generate revenue and promote sales. The SAIC area reported a double-digit growth during his tenure there.

From 2003-2004, Raymond was the National Marketing Manager for DHL Express Malaysia. By adopting a systematic and aggressive approach towards brand integration and re-branding, he successfully steered DHL Express Malaysia to win the *Reader's Digest Most Trusted Super Brands Platinum Award*.

With over 10 years of marketing experience in the logistics industry, Raymond cites outdoor advertising as one of the key mediums to build brand awareness and market leadership.

Educated in University of South Carolina, the United States, Raymond holds a Bachelor of Science in Engineering and a Masters in Business Administration.