

oOh!media Limited  
ABN 69 602 195 380

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## News Release



### **oOh!media appoints two senior leaders**

Australia's largest reaching Out Of Home company, oOh!media, has appointed two new members to its senior leadership team to maintain its market leadership positioning and support the planned expansion of its product profile.

oOh! Chief Executive Officer, Brendon Cook, today said the appointment of Brendon Cropper as Digital Strategy Director and Michaela Chan as Chief Marketing Officer would further bolster an already strong senior team that has been instrumental in driving the company's strong performance.

Mr Cropper will lead oOh!'s vision in advancing its digital and programmatic systems, including new digital product, innovation and development, as well as advise on potential acquisitions that will complement the company's commitment to build up its portfolio of integrated online and offline products.

Mr Cropper has a wealth of experience in both media and digital, having previously worked for Carat, DDB, and Starcom. Before joining oOh!, Mr Cropper started up his own digital marketing training business, Digital Training Pty Ltd and worked with a media agency to set up their programmatic trading desk.

Ms Chan has more than 20 years' experience in building brand equity and customer engagement for leading brands, both on the client and agency side in Australia, South East Asia and the US.

Prior to joining oOh!, Ms Chan was General Manager of Marketing for Telstra, responsible for defining the strategic direction and tactical execution of advocacy marketing programs across consumer, SMB and enterprise segments through a customer first approach. Previously Ms Chan was global brand manager for Chevron.

Mr Cook said the appointments of Mr Cropper and Ms Chan are important as oOh! looks to strengthen its digital offerings and build its brand and product profile.

"oOh! is excited to have Brendon and Michaela join the team at a particularly busy time," Mr Cook said.

"As experts in their fields, they will help oOh! take a significant step towards enabling its longer term business strategies and truly delivering a world leading approach to audience based connection."

Mr Cropper joined oOh! earlier this month and Ms Chan will begin at oOh! on 28 September 2015.

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**About oOh!:** oOh! specialises in providing clients with Unmissable creative media solutions that connect with more consumers while they are away from home. We do this through our diverse product offering across road, retail, airport, café, venue, study, social sports and experiential opportunities, throughout urban and regional Australia as well as OOH channels in New Zealand. oOh! also has the largest audience-reaching digital advertising network in Australia that when combined with our large static portfolio creates unmissable impact for brands.