

MEDIA RELEASE

For immediate distribution

16 February 2016

Australian Marketing Institute welcomes new Chairman and five new members to its Board

The Australian Marketing Institute (AMI) is pleased to announce the appointment of **Andrew Thornton** as **Chairman** of the Board of Directors, along with five new Board members effective immediately. The appointment of Lynda Cavallera, Pat Duffy, Marco Cicchine, Nicholas Ridis and Andrew Thornton increases the number of AMI Directors from 6 to 7.

Andrew said he was delighted to be appointed Chairman, and said he is looking forward to working with a strong and united Board.

“I am very pleased and honoured to join the Board and to take on the role of Chairman. I look forward to continuing the good work already undertaken to position the AMI for continued growth as Australia’s pre-eminent body for marketing professionals.”

“I would also like to acknowledge Kathy Hatzis. I am pleased that she will continue in the role of Deputy Chair”.

Andrew added that: “as with any professional body, the strength of the AMI lies in its membership and I am keen to ensure that the Institute continues to be relevant and valued by all members and recognised and respected by the Australian business community.”

AMI CEO **Lee Tonitto** said: “Andrew’s appointment, and that of the other new directors, strengthens our position as the leading marketing body in Australia. All five directors bring years of experience and industry knowledge to the Board and will provide invaluable guidance on advancing the profession”.

“I look forward to working with the new Board and would like to thank retiring directors Darren Woolley, Graham Wright, Sally Webster and Mahesh Enjeti for their significant contributions to AMI over their tenure.”

All new Board members have been appointed until October 2017.

New AMI Chair and Board Member Bios:

Andrew Thornton

Andrew is an experienced and seasoned senior executive with a career grounded in business strategy and marketing management. He has held senior management roles, including Managing Director, CMO and General Manager positions, within blue-chip companies across four distinct sectors: banking and finance, telecommunications, professional services and transport infrastructure.

He is the Director and Principal of Bridge Street Consulting – a Sydney based consulting practice that focuses on developing effective ‘market based’ business growth strategies for its clients. In this capacity, Andrew works at Board, CEO and executive leadership level. He is also the Co-Founder of The Customer Edge a specialist advisory practice that develops bespoke customer experience management strategies for clients and provides them with mentoring and coaching support through the implementation process.

Prior to being appointed to the Board, Andrew was a member of the NSW State Advisory Committee of the AMI. He is also a Director and Deputy Chair of the Australian Society for Progress and Wellbeing.

Lynda Cavallera

Lynda brings over 20 years experience in both the B2B and B2C marketing including senior roles in ANZ, AXA, National Australia Bank and Kinetic Super. A multi-award winning marketer, she more recently successfully steered the Kinetic Super brand to challenge the traditional perceptions of superannuation by capturing the attention of the younger market.

“I’m honoured in being appointed as a member of the AMI board and look forward to sharing my experience and learning from other members. It’s an exciting time to be a part of the AMI as it continues to grow and lead the marketing industry in Australia.”

Patricia (Pat) Duffy

Pat is one of Australia’s most highly respected marketers with over 30 years experience in information technology, telecommunications, financial services and, more recently, Defence. She is currently the Head of Marketing for Defence Force Recruiting, a role she has held for more than eight years, where she is responsible for all aspects of marketing for the Navy, Army and Air Force.

Prior to her current appointment, she held senior marketing roles with Optus, Telstra, St George Bank and MLC.

Pat has been a director of a publicly listed company and on the boards of the International Advertisers Association and the Australian Direct Marketing Association where she held the position of Vice Chair. She is a Certified Practising Marketer and a frequent speaker at AMI events and conferences.

Marco Cicchine

Marco was granted a Life Membership of the Australian Marketing Institute in October 2012. His skills in risk management, strategic planning and business planning led to the formation of an independent marketing consultancy called Marcoting Consulting in 1994. He also has been the principle of loans@home and a Licensed Finance Broker for over 20 years.

He is experienced in consulting across a range of areas including customer service, Commonwealth Rehabilitation Service, Northern Ceramic Industries and Access Home Loans.

Nicholas Riddis

Nicholas has more than 15 years of experience within academia as a course coordinator, lecturer and tutor in the Faculties of Business at eight universities nationwide and Shanghai. He is also the Director of AVODKA and maleMorphosis.

Prior to this, he held roles in marketing in the corporate sector, is a returning AMI Director, previously serving two terms and the AMI Chair of the University Accreditation Committee.

-ends-

Media Enquiries: Veronica Castro, veronica@iconpr.com.au or 0407 993 996

About Australian Marketing Institute

AMI is Australia’s pre-eminent professional marketing body. Since 1933, it has advanced the marketing profession and contributed to the progress of its members’ careers. AMI members have the resources they need to grow their abilities and put them ahead of the game.

AMI is headquartered in Sydney with national chapters in all Australian states and territories.

To learn more about AMI visit www.ami.org.au