

## **POPAL Appoints The Good Guys and Red Bull to Board**

**POPAL has appointed representatives from retailer The Good Guys and major brand Red Bull, to its 2015-2017 Board of Directors, which also include industry heavyweights including Pernod Ricard, GfK Australia, Ideaworks and Active Display Group.**

The appointments complete the new Board, originally announced 30 July, now reaching its maximum of ten members.

POPAL's 2015-2017 Board are:

- Janet Bailey – Shopitize: Chairman
- Norrelle Goldring – GfK Australia: Vice Chairman
- Zita Watkin – Active Display Group: Company Secretary
- Richard Dumas – Pernod Ricard
- Danny Lattouf – Ideaworks
- Bryn Marriott – Red Bull
- Gary Parsons – EDA Australasia
- Simon Skidmore – Onepartners
- Brad Whatmough – The Good Guys
- Anthony Steel – Frank Steel Displays (former Company Secretary)

POPAL's General Manager Lee McClymont says the new Board appointments mark an exciting period in POPAL's growth as the leading industry body worldwide for marketing at retail.

"Brad brings a wealth of experience as a retailer and a real thought leader in the integration of online and bricks-and-mortar retailing. Bryn brings an international view on Category and Shopper, having led major programs in both the UK and Australia at the cutting edge of retail marketing, most recently for Red Bull."

"Each of the Board has dedicated countless hours in service to the industry. They all bring individual perspectives, skills and networks to their roles."

"Our Chairman, Janet is a passionate leader in the Shopper Marketing space, with more than 25 years in the industry and three years of service to the POPAL Board, including 2013-2015 as Vice Chair."

"Vice Chair, Norrelle is one of the strongest Shopper and Retail Insights voices in the country; with more than 20 years in FMCG and long-term service to POPAL, including Chairing POPAL's Shopper Marketing Industry Council."

"Company Secretary Zita Watkin is a leader in the Australian POP industry with over 18 years of marketing, design and manufacturing experience and countless creative and industry awards and accolades, and has been a tireless contributor to the Board of Directors for the past two years."

"Our new 2015-2017 Board Directors Richard Dumas, Danny Lattouf, Gary Parsons and Simon Skidmore are all industry leaders, and have been key contributors to POPAL's vision and direction, as part of POPAL's Executive Committee. The continued service of former Company Secretary Anthony Steel provides continued strong financial governance, with Anthony having dedicated eight years to the Board and four years as Company Secretary."

"It's an exciting time for POPAL.A as the peak industry body for Retail Marketing, I am looking forward to working with our 2015-2017 Board to deliver growth, value for our members and progress for the industry," Ms McClymont says.

More information about POPAL may be found at [www.popai.com.au](http://www.popai.com.au).

*POPAI is the only global, not-for-profit, industry association exclusively operating as the focal point for Marketing at Retail excellence. POPAI has 20 offices covering 45 countries and more than 1,700 members worldwide. General Manager Lee McClymont can be contacted on [popai@popai.com.au](mailto:popai@popai.com.au) / 0414 941 585*