

sky × PHD × OMG

TEAM BIOS

JUNE 2024



01

**UNITED
KINGDOM**



GRANT BURKE

General Manager, PHD Beyond

Grant is a highly experienced business leader, who has successfully led numerous fast-paced, complex, digitally advanced accounts for a range of industry leading brands including eBay, General Motors, Mattel, Mastercard and McDonald's. Grant also has deep category expertise having worked with and led clients such as Three, Vodafone, TalkTalk, Nokia and Lionsgate across their TV catalogue, streaming platform and film studio. Grant has run a range of local, regional and global accounts, with a sharp focus on driving operational excellence and efficiencies and ensuring a consistent holistic approach across matrix structures. Within this he has overseen the development and implementation of new processes and products and industry leading data and tech capabilities to transform clients' business outcomes.

RELEVANT
CLIENT
EXPERIENCE:



LIONSGATE



HIOT SHAWL

Head Of Client Leadership, PHD Beyond

Hiot will lead the Client Partner Team Function for Sky, with cross product vertical responsibility. She is a Managing Partner at PHD UK and has over 17 years' experience across a wide variety of agencies and clients. She specialises in large and complex clients, with global remits, which have included L'Oréal, Chanel, Disney and Converse. Most recently, she has predominantly worked in client leadership roles with responsibility for business and marketing transformation initiatives, leading L'Oréal's digital, ecommerce and data transformation and VWG's business transformation journey into direct and ecommerce.

RELEVANT
CLIENT
EXPERIENCE:

VOLKSWAGEN GROUP

L'ORÉAL



REBECCA JENNINGS

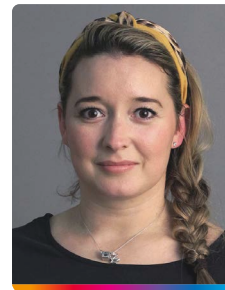
Client Leadership Director (NOW)

Rebecca will be the key client relationship lead for NOW. An experienced Account Director, Rebecca has a demonstrated history of creating effective and market-leading work. She's worked across a range of client verticals across her fourteen years in the industry and brings a wealth of experience to the role.

RELEVANT
CLIENT
EXPERIENCE:



DIAGEO



JO FINN

Client Leadership Director (Content)

Jo will be the key client relationship lead for the Content product vertical, acting as strategic advisor and accountable for overall agency deliverables. Jo has over 14 years experience and has a focus ensuring media effectiveness, working with clients and agency partners to develop integrated campaigns. She has led a range of award- winning work for SKODA, including their #ThisIsOurTime campaign which used the longstanding brand association with the Tour de France to champion gender diversity across the sport. Most recently Jo has been the Business Director for HSBC, launching their Global Money campaign.

RELEVANT
CLIENT
EXPERIENCE:

ESTÉE LAUDER





VICTORIA DELANEY

Client Leadership Partner (TV)

Victoria will be the key client relationship lead across the TV product vertical, acting as strategic advisor and accountable for overall agency deliverables. A new and important hire for PHD, Victoria has extensive experience working across both global and UK brands, and will bring a strong background in digital performance, investment, planning and strategy to the role. Victoria has worked at both independent and group agencies at The7Stars and Publicis Groupe, responsible for the relationship for brands such as Disney, Nintendo, AG Barr and Coty.

RELEVANT
CLIENT
EXPERIENCE:



MATT HOLLIDAY

Client Leadership Partner (Connectivity)

Matt will be the key client relationship lead for the Connectivity product vertical, acting as strategic advisor and accountable for overall agency deliverables. Matt has worked in the industry for 20 years across a variety of large and complex clients, including VW, SKODA, Kraft and HSBC, in both local and global roles. He's passionate about understanding how clients operate, interrogating the inner workings of their business to ensure business results. Matt will bring a wealth of planning experience to this role, having previously held the position of Head of Planning at Rocket.

RELEVANT
CLIENT
EXPERIENCE:



ALBAN TREGLOHAN

Client Leadership Director (Protect & VIP)

Alban will be the key client relationship lead for the Protect & VIP product vertical, acting as strategic advisor and accountable for overall agency deliverables. Alban has over 12 years' experience in the industry, Most recently he has led the VW and Porsche accounts in the UK, working with the clients as they pivot and re-orient their business to focus on the growth of Electric Vehicles. Alban is accustomed to leading a team that delivers award winning brand effectiveness campaigns whilst adopting a forensic approach to performance driven marketing to ensure the business meets regulatory.

RELEVANT
CLIENT
EXPERIENCE:



DELPHINE TERRIOUX

Business Intelligence: Data Strategy

Principal Consultant

Delphine will lead audience and data strategy across all business units. With more than 14 years of experience in the media industry, Delphine has a wealth of experience leading fast-growing teams of data strategists, dedicated to advanced data capabilities and their innovative applications into paid media to accelerate paths to purchase and customer experience. Delphine has transformed the digital presence of well-known brands like L'Oreal, BT, EE and ITV. She has also orchestrated audience and measurement initiatives for giants such as McDonald's, Bacardi, Google and Apple+, from solution design to implementation, across over 30 markets globally.

RELEVANT
CLIENT
EXPERIENCE:



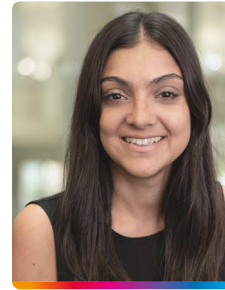


CHARLIE EBDY

Business Intelligence: Head of Comm.'s Strategy

Charlie will lead the overarching strategy for Sky across all business units. He is one of the UK's most experienced and successful media agency Chief Strategy Officers, with nearly a decade in role and a collection of agency, commercial and individual achievements. An expert in business impact of marketing, particularly for new brands, he's only the second media specialist to convene the IPA Effectiveness Awards, and has authored some of the industry's most influential research into the disruptive success of the tech giants. Charlie leads marketing strategy for a variety of vital OMG clients both locally and globally. His work has been the recipient of IPA Effectiveness Awards, Effies, Campaign Media Awards and a Media Week Grand Prix.

RELEVANT
CLIENT
EXPERIENCE:



KIRSTY MCMEEKIN

Head of Integrated Planning

Kirsty will oversee the Integrated Planning teams for Sky, driving best practise across verticals and delivering portfolio planning. She has over 17 years' experience, spanning UK, European and Australian markets and covering strategy, planning and buying. Kirsty has strong category experience in Telcos, Entertainment and Consumer Electronics/Tech, notably, 20th Century Fox, ITV, Spotify, Optus (AU telco part of Singtel group) and Samsung. Kirsty has been recognised as part of the B&T Women in Media Awards, and part of the Samsung team that won a Cannes Grand Prix in the Social and Influencer Lions category for 'Flipvertising'.

RELEVANT
CLIENT
EXPERIENCE:



GEORGIA PROTOPAPA

Business Intelligence: Marketing Effectiveness & Measurement Principal Consultant

Georgia will be the lead consultant for Sky's measurement and test and learn teams, integrating learnings into planning outputs and measurement frameworks to evolve our approach. Georgia has 14 years of experience, collaborating closely with clients to answer business questions with a focus on providing accountability on marketing investment. She has worked with iconic brands in entertainment, finance, automotive, charity and retail (such as BT, VW, AXA, TUI, Waitrose, Chanel and British Heart Foundation), consulting on their marketing effectiveness and measurement for the short and long-term effects of media. She is a regular speaker at Data & Marketing Association and an IPA technical judge for 2024.

RELEVANT
CLIENT
EXPERIENCE:



SOPHIE STRONG

Head of Digital Delivery

Sophie will oversee and ensure best practice in Digital Media Delivery for Sky, focusing on Performance (PPC, Display IO, Programmatic). She has over 11 years' experience spanning all digital channels, and extensive client experience including her role as the digital lead for brands including Vodafone, Nationwide, Eurostar and Morrisons. She is currently supporting major global brands such as Chanel and VWG through their digital transformation journeys. She is an active voice within the industry, with a monthly column for New Digital Age, and speaking at AdWeek and the Programmatic Pioneers Summit.

RELEVANT
CLIENT
EXPERIENCE:

VOLKSWAGEN GROUP



Sainsbury's



VICKY RADCLIFFE

Head of Trading Delivery

Vicky will oversee Broadcast activation delivery and best practice (inc. Holistic Video Activation). She has over 20 years of media experience, starting out as a TV buyer across the P&G portfolio, before covering trading and activation across all media channels. Vicky joined PHD in 2018 to oversee investment, trading and media delivery across all the agency's clients. She has a passion for finding new and better ways to exceed clients' expectations and likes nothing more than hashing out a challenge with media owners (Sky included!).

RELEVANT
CLIENT
EXPERIENCE:



Sainsbury's



VICKY FOX

Chief Planning Officer, OMG UK

Vicky is responsible for leading our planning output at OMG UK. Vicky has worked on some of the biggest campaigns for household names including John Lewis, Virgin Media, Nissan and Apple – launching the first iPod with the iconic "1,000 songs in your pocket" campaign. With over 25 years' experience and twice named winner of Campaign's Media Planner of the Year (2020 and 2021), Vicky was also honoured by the IPA 2021 with a Fellowship in recognition of her services to Media Planning. Vicky is a leader in the field of change and is committed to ensuring a diverse and inclusive industry – both in the planning work she does and championing representation across the agency.

RELEVANT
CLIENT
EXPERIENCE:

John Lewis



compare
themarket



SHIBLU AHMED

Activation: Head of Social Activation

Shiblu will lead Social and Organic strategy, activation and best practice across all teams. He has over 13 years' digital experience in digital media, across both Paid Search and Paid Social. An experienced digital marketer, Shiblu has worked on a broad variety of clients and sectors ranging from FMCG, Travel, Automotive, luxury Retail and B2B. His career extends across both network and independent agencies, having worked at GroupM and Greenlight Digital, on accounts such as Unilever, Dyson, ghd and Superdry.

RELEVANT
CLIENT
EXPERIENCE:



dyson ghd
good hair day



JON GREENFIELD

Business Intelligence: Comm.'s Strategy Director

Jon will lead the strategy for the TV product vertical. He has over 20 years' experience and has been at PHD for the last 12 years. His agency background is varied, covering planning, buying and research in the UK and US – giving him a unique viewpoint as a strategist and helping to create strategies that are both actionable and rooted in consumer insight and behaviour. Jon currently leads strategy across the Diageo portfolio and has worked on some of PHD's biggest clients, with a wealth of experience across Unilever, P&G, Mondelez, HSBC, Nestle & Ferrero.

RELEVANT
CLIENT
EXPERIENCE:



HSBC



MEGAN CONNEELY

Business Intelligence: Comm.'s Strategy Director (NOW)

Megan will lead strategy for the NOW product vertical. She has 12 years' experience across a wide variety of sectors including, fashion, retail, healthcare and hospitality. She has a broad range of skills across the entire marketing mix, from a focus on digital and performance roles before moving into broader brand responsibility.

RELEVANT
CLIENT
EXPERIENCE:



LUCY COLLIER

Business Intelligence: Comm.'s Strategy Director (Connect, VIP & Protect)

Lucy will lead the strategy for the Content, Protect and VIP product vertical. With over six years in strategic roles, and a decade in comms planning across multiple categories – she is well-versed in delivering strategies that are both inspirational and actionable. She has experience working on accounts including Samsung, EDF Energy, Open University and across the finance category, which allows her to understand the need for connected solutions that combine broader cultural and behavioural thinking with the focus of data-driven customer journeys.

RELEVANT
CLIENT
EXPERIENCE:



DOM WHITEHURST

Business Intelligence: Comm.'s Strategy Director (Connectivity)

Dom will lead the strategy for the Connectivity product vertical. He has over 15 years experience in the industry, leading strategy for O2's Consumer and Small Mobile Business brands, alongside work on SEGA, Bumble, UKTV and MoreThan. He also has experience as Head of Content at Wavemaker, creating campaigns for clients including the NHS, Public Health England and the RNLI. Outside of media, Dom has also worked as a physics teacher in Hackney and Leeds for 5 years, playing into his interests in science and data.

RELEVANT
CLIENT
EXPERIENCE:



SCOTT WEBB

Integrated Planning: Creative Solutions, Director

Scott will lead the creative strategy and ideation development across Sky product verticals. He has over 14 years' experience at PHD, working across Finance, Motoring, and Entertainment. He has led on a number of award-winning, content-led multi-platform projects across AV, Audio, Publishing, and Social – most recently leading the British Heart Foundation's 'Heart Stopping' partnership with Global, which was named in the world's top 10 most awarded campaigns in 2024 by WARC.

RELEVANT
CLIENT
EXPERIENCE:



A stylized map of Europe is shown in the background, with the color gradient transitioning from dark blue on the left to orange on the right. The country of Germany is highlighted in white, making it stand out from the rest of the map.

02

GERMANY



SABINE KNÖPFEL-RUTH

Executive Sponsor, CEO

Sabine will serve as Executive Sponsor for Sky in Germany, bringing three decades of experience in marketing and communications. Having worked in a multitude of client leadership roles at OMG, Sabine is now CEO of PHD Germany. Throughout her career, Sabine has supported key global clients from various industries including the likes of Bayer, Hugo Boss, CHANEL, Diageo, Siemens, Unilever, Universal Pictures, and Volkswagen Group to drive business outcomes. Under Sabine's leadership PHD Germany was named 'Media Agency of the Year 2023' by MMA Germany.

RELEVANT
CLIENT
EXPERIENCE:

HUGO BOSS



THORSTEN DECKER

Executive Sponsor, Chief Strategy Officer

Thorsten will act as Executive Sponsor and Transformation Lead for Sky. He is passionate about delivering growth for clients and always strives to provide the best experiences and driving effective business results. Throughout his career, Thorsten has worked for a wide range of clients with past experience working on Sky, Telekom, Mars, Audi and Allianz.

RELEVANT
CLIENT
EXPERIENCE:

sky MARS



ANDREAS SCHMITT

Executive Sponsor, Chief Commercial Officer

Andreas will be an Executive Sponsor for Sky in Germany. With over thirty years of experience, Andreas will focus on creating tangible commercial value for clients. Through his extensive industry knowledge and expertise, he is committed to delivering practical and effective solutions that meet our clients' business needs. Andreas plays a crucial role in driving our commercial success and ensuring our clients receive the best possible outcomes.

RELEVANT
CLIENT
EXPERIENCE:

VOLKSWAGEN GROUP



FRAUKE KAASE

Head Of Client Leadership PHD Beyond

Frauke will be the business lead for Sky in Germany and will oversee overall strategy, innovation and business transformation. Joining PHD in October 2022, Frauke works as a key link between all functions and department within the agency, ensuring the teams work efficiently, effectively and collaboratively. Frauke has extensive experience working for portfolio clients including Diageo, Sky and L'Oreal as well as multi-national and multi-disciplinary teams, across traditional and digital media as well as specialty teams including Search, Social and Programmatic.

RELEVANT
CLIENT
EXPERIENCE:

sky

DIAGEO

L'ORÉAL



TOBIAS SCHICHEL

Client Leadership: Management Lead

Tobias will be heading up the Client Partner Team in Germany, ensuring that all workstreams run smoothly and efficiently across the account. Tobias brings two decades of expertise in marketing and digital media to his role. With 14 years at Omnicom Media Group Germany, he has navigated diverse roles within the digital space, from product development and strategic consulting to leading creative services. He has led key initiatives for clients such as Unilever and Porsche. He is also heavily involved in optimising digital processes and capabilities for clients and oversees PHD's programmatic service offer.

RELEVANT
CLIENT
EXPERIENCE:

VOLKSWAGEN GROUP



STEPHAN BARTELMUSS

Business Intelligence: Strategy Lead

Stephan will be working to drive the strategy and innovative thinking for Sky. He joined Omnicom Media Group in 2006 and works closely with Thorsten Decker on the Growth Team where he helps clients to adapt and react to the dynamic and rapidly changing marketing and communications. In this role he focuses on delivering the best results for clients including Vodafone and Electronic Arts.

RELEVANT
CLIENT
EXPERIENCE:

Electronic Arts



MATTHIAS CADA

Business Intelligence: Data & Insight Supervisor

Matthias will be working as a data and insight supervisor across Sky. With over eighteen years of professional experience, Matthias specialises in people based marketing and is well-versed in the intricacies of data and technology. Throughout his career, he has worked on a multitude of client verticals including past experience working on Sky and ProSieben.

RELEVANT
CLIENT
EXPERIENCE:

sky



JULIEN SCHULZE

Business Intelligence: Data & Ad Tech Deputy Director

Julien will oversee Data & Ad Tech across the business in Germany. An experienced data-driven marketer, before joining OMG he spent nearly a decade working in an independent marketing attribution agency Exactag, helping globally recognised brands define their optimal spend mix with a unified measurement approach. Julien will bring a wealth of experience in translating complex topics to easily navigable strategies and processes for his clients.

RELEVANT
CLIENT
EXPERIENCE:

sky o vodafone

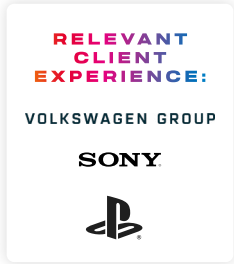
SIXT Lufthansa



THOMAS MEYER

Client Leadership: Director

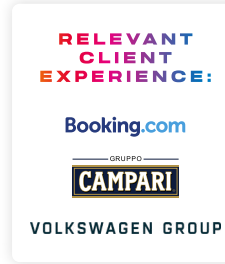
With extensive knowledge of media channels, Thomas will be Planning Lead for Sky. Having joined PHD Germany in 2018, Thomas is a specialist in media and digital marketing working on multiple award-winning client campaigns for transportation and automotive clients, showcasing his creativity and strategic prowess.



BALÁZS BORSÁNYI

Activation: Ad Ops Director

Balazs will lead the Ad Ops function across the Sky team. He is vastly experienced, with over 25 years across both PHD and Mindshare. As Director of Ad Operations and Group Head of Digital Operations he has worked with global clients across automotive, FMCG and travel sectors, and will bring strong leadership skills and a proven track record across all martech to the role.



JAN DROSTE

Business Intelligence: Head of Innovation

Jan will be responsible for identifying and driving new innovative strategies for Sky Germany. In his role, Jan spearheads the exploration of cutting-edge media advancements. His primary focus lies in empowering clients such as VW leverage these innovations to their advantage. Jan's expertise lies in identifying emerging trends and translating them into actionable strategies that enable customers to harness the full potential of new media platforms.



03

ITALY





COSMA SALAMIDA

Head Of Client Leadership PHD Beyond

Cosma will be responsible for leading the Italy team to ensure business success for Sky. Cosma has an established solid strategic background which he developed and refined during his four years as part of PHD's strategic team, working across international clients such as AUDI, Skoda and HP. Prior to this, he worked within strategy and marketing teams for sales houses and digital publishers such as Yahoo for 9 years. An enthusiastic media professional and a strong team player, Cosma fosters an atmosphere of positive collaboration between internal teams and clients, establishing long-lasting relationships built on trust.

RELEVANT
CLIENT
EXPERIENCE:



DANIELA DELLA RIVA

Business Intelligence: Head of Comm.'s Strategy

Daniela will be leading communications strategy and driving innovation as part of the Sky team. Daniela has over two decades of experience and joined OMG in 2014 and since then has been at the forefront of strategy development, crafting compelling strategies and guiding teams towards the successful execution of these. Daniela is passionate about understanding consumer behaviour, market trends, brand positioning and how to elevate this through media.

RELEVANT
CLIENT
EXPERIENCE:



MATTEO MARMIFERO

Client Leadership: Partner (TV & Content)

Matteo will be responsible for managing and delivering overall planning for both Content and TV. With over a decade of experience, his expertise spans various sectors, including telecommunications, banking, health and travel working on clients including Sanofi, Kia and Vodafone. Matteo is an expert at helping clients grow, develop and boost their businesses.

RELEVANT
CLIENT
EXPERIENCE:



VALERIA DE FELICE

Client Leadership: Partner (Connectivity)

Valeria will be responsible for managing and delivering overall planning for Connectivity. With over 10 years' experience in media planning and communications strategy, Valeria has extensive experience working with blue-chip clients including Sanofi, Reckitt Beckiser, Uber and Ferrero. Valeria is collaborative in her approach and regularly works to support teams drive data-driven approaches in order to achieve effective solutions for the agency.

RELEVANT
CLIENT
EXPERIENCE:





ROBERTO ATANASIO

Client Leadership: Partner (NOW)

Roberto will lead the planning, delivery and implementation for Now. In his role, Roberto oversees cross-channel coordination and orchestrating media activations for key clients across PHD's portfolio. He has worked across a multitude of clients including Mediolanum, Unicredit and AirFrance. Roberto is also passionate about sustainability and holds a Master's degree in Green Management, energy and Corporate Social Responsibility, something he integrates into his work with clients.

RELEVANT
CLIENT
EXPERIENCE:



ALESSIO RUBATTINO

Business Intelligence: Business Developer

Alessio will provide constant analysis of Sky's business, coordinating the adoption of innovative solutions for emerging challenges. He will bring 13 years of experience in digital media to this role, across search, social media, programmatic advertising, and affiliation. Mario has experience in a wide range of sectors, including automotive, tech and telco, developing an expertise in digital strategies and planning to ensure that the business goals of his clients are achieved.

RELEVANT
CLIENT
EXPERIENCE:

VOLKSWAGEN GROUP



STEFANO CERVINI

Business Intelligence: Measurement Consultant

As Measurement Consultant for Sky Italy, Stefano will be responsible for driving effective and efficient campaigns. Stefano is well-versed in helping big brands such as Sanofi, Chanel and Mediolanum measure and understand the effectiveness and results of their communications campaigns. Stefano helps brands to turn data into information and is an expert in analysis, target identification, media weighing and media phasing, sales analysis, awareness modelling, KPI and ROI measurement and budget setting optimisation.

RELEVANT
CLIENT
EXPERIENCE:



SANOFI



ROBERTO IANNETTI

Business Intelligence: Data & Ad-Tech Consultant

Roberto will be responsible for delivering innovative digital strategies across the Sky account. Roberto is a recognised leader in the field of performance marketing and speaks regularly at universities and industry events, including the IAB, Netcomm forum, UPA and 24ore business school. Prior to joining PHD Italy, Roberto spent six years working with the lastminute.com group and managed the launch of FWD, lastminute.com's internal media agency. He is passionate about learning how to adapt to the ever-changing digital environment and helping clients identify ways to meet and exceed goals through innovation, technology and empowerment.

RELEVANT
CLIENT
EXPERIENCE:

lastminute.com





LUDOVICA FEDERIGHI

Business Intelligence: Head of Innovation

Ludovica's role for Sky will be to uncover innovative and creative solutions and propositions across all activity to drive brand distinctiveness. Within her role, she works to build innovative, creative solutions for clients and has a wealth of experience working with entertainment brands through her past roles where she worked in live shows and events within the TV industry.

RELEVANT
CLIENT
EXPERIENCE:



VALERIO D'ADAMO

Head of Digital Delivery

Valerio will be work to coordinate the performance activities ensuring that goals and objectives are achieved. Valerio has over fifteen years' experience leading digital marketing activation, with a focus on performance metrics, data-driven decision-making and platforms optimisation. He helps to analyse campaign data to optimise strategies across various digital channels, including search advertising and social media. Valerio has worked across a wide range of clients – including 20th Century Fox, Vodafone, HP, Wind 3 and LG Electronics. He also regularly collaborates with cross-functional teams to align digital efforts with our client's overall business goals.

RELEVANT
CLIENT
EXPERIENCE:



MICHELA MARNI

Head of Investment & Accountability

Michaela ensures cost effectiveness, efficiency and optimisation are prevalent throughout the media buying process. Michaela is responsible for Investment and Accountability in Italy, working on both local and international clients where she ensures that the teams work collaboratively and cohesively to help clients grow effectively. Previous client experience includes work for Barilla, Chanel, Sanofi and Red Bull.

RELEVANT
CLIENT
EXPERIENCE:



04

AUSTRIA





ANJA HETTESCHEIMER

Executive Sponsor

In her role as Exec Sponsor, Anja will oversee the Sky relationship, ensuring delivery of the most effective strategies and planning to achieve business objectives. With over 22 years of experience in the industry, Anja has been at OMG for over 12 years. Throughout her extensive career, she has had the privilege of collaborating with global entertainment clients such as Universal and Sony (including Sony Music and Sony Pictures), as well as renowned FMCG and Automotive clients. Anja has always been passionate about developing strategies and finding the optimal media solutions for clients, ensuring that media plays a pivotal role in business success.

RELEVANT
CLIENT
EXPERIENCE:



IRINA REITER PETROVA

Head Of Client Leadership PHD Beyond

Irina will have responsibility for overall business operations and strategy. She has been part of PHD since 2019, with previous experience at MediaCom and UM PanMedia. She has worked across a wide range of clients across the entertainment industry, including Thimfilm and the Austrian television station Servus TV. She will be focussed on ensuring that the agency team is led to deliver exceptional experiences and results for clients and team members alike.

RELEVANT
CLIENT
EXPERIENCE:



ALINA PUNZ

Client Leadership: Digital

Alina will oversee the digital strategy and operations, underpinned by a focus on innovation and emerging technologies. As Managing Partner she has worked with clients across a wide range of clients, including Sony Pictures, Nintendo, Adidas and McDonald's. Her experience working with entertainment clients enabled her to develop a deep understanding of consumer mindsets and the digital tactics that best reach and influence them. Driven by a deep understanding of consumer mindsets and the challenges and opportunities present in today's media industry, Alina is dedicated to finding innovative solutions to captivate audiences while also achieving brand objectives.

RELEVANT
CLIENT
EXPERIENCE:



ROLAND FUHRER

Business Intelligence: Insights & Solutions

Roland will be responsible for driving data analytics and business insights. In his role at OMG, Roland strives to provide optimal solutions for clients. His approach is characterised by a solutions-oriented mindset, enabling him to navigate the complexities of the media world efficiently. Roland values structure and evidence in decision-making, leading to positive changes for his clients. Roland emphasizes the importance of data-driven insights to make informed decisions and drive success for his clients.

RELEVANT
CLIENT
EXPERIENCE:





LISA HUBER

Client Leadership: Digital Director

Lisa will be responsible for driving digital excellence in Austria. With a strong background in performance and digital marketing, Lisa is an expert at ensuring that digital media is executed to perfection in her client's media plans. With nearly a decade of experience working with leading entertainment brands such as Spotify she brings with her a wealth of experience.

RELEVANT
CLIENT
EXPERIENCE:



THOMAS EBERMANN

Client Leadership: Data

Thomas is an expert in data science and will bring this experience to the role on Sky. In his role, he is responsible for developing data best practice across all media disciplines. Thomas has worked within the Austrian team for the past five years working across a range of clients and industry verticals. Bringing his background in academia to the role, he also has a keen interest in artificial intelligence and has extremely strong strategic and analytical skills.

RELEVANT
CLIENT
EXPERIENCE:

DIAGEO



ANDREAS ADOLF

Business Intelligence: Adtech and Trafficking

Andreas will ensure the smooth running of digital ad campaigns across the Austrian region. Having worked within the Omnicom Group for over fifteen years, Andreas is extremely well versed in how to optimise campaigns and ensure that they have the maximum impact possible in order to drive business growth for our clients.

RELEVANT
CLIENT
EXPERIENCE:

DIAGEO



KAAT OPTROODT

Activation: Programmatic

Kaat will be responsible for leading programmatic advertising strategy and execution. As Programmatic Director for both Switzerland and Austria, Kaat can leverage the knowledge of programmatic advertising in both markets to benefit campaigns and advertisers. She has managed campaigns across BENELUX for a range of clients, including Mercedes-Benz, Chanel, Streamz and Telenet. Her multi-channel campaign view and experience in different markets is a valuable asset she uses to create innovative programmatic campaigns to capture the right audiences and deliver performance.

RELEVANT
CLIENT
EXPERIENCE:

streamz





BIRGIT WEIDINGER

Head of Investment & Accountability

Birgit will lead investment and accountability strategies for Sky. With more than 24 years of media experience, she has worked as a client service manager for numerous clients in the food, automotive, entertainment sector. Birgit joined OMG in 2005 where she built up the Investment & Accountability department, and her role now oversees investment, negotiation and media delivery across all the agency's clients.

**RELEVANT
CLIENT
EXPERIENCE:**

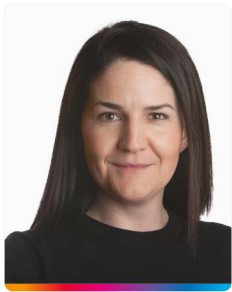
VOLKSWAGEN GROUP





05

IRELAND



CLAIRE BUTTERLY

Executive Sponsor

Claire will be responsible for the overall quality of delivery, operations, strategy and planning. In her role, Claire oversees product, capacity and capabilities across the group, ensuring that the quality of our output is meeting and exceeding client expectations. Since becoming COO of OMG Ireland in 2019, she has overseen the business almost double in size. Claire has experience across buying, planning, strategy and client leadership across a wide range of categories including retail, utilities, FMCG and entertainment. Over the course of her career she has spent many years working with Content and Connectivity clients, including Vodafone and Disney.

RELEVANT
CLIENT
EXPERIENCE:



SINEAD MANLY

Client Leadership: Transformation Partner

Sinead will have ongoing oversight of operational performance, including ownership of twice-yearly reviews. As Head of Client Service across PHD's diverse portfolio, she ensures that the agency is equipped with the best structures and resources to continue raising the bar for clients. Sinéad started her career with over eight years working in FMCG at Mondelez. As brand lead across Cadbury, Oreo and Toblerone, she led award-winning campaigns and consistently exceeded annual plans. Joining PHD in 2018, she has worked across a range of Auto, Government and FMCG clients. Most recently she led the transition of Diageo, delivering exceptional results despite a volatile alcohol market, and winning numerous industry awards for her work on the account.

RELEVANT
CLIENT
EXPERIENCE:

DIAGEO



Rialtas na hÉireann
Government of Ireland

VOLKSWAGEN GROUP



GRÁINNE CLARK

Head Of Client Leadership PHD Beyond

Gráinne will be responsible for the day-to-day account leadership, key relationship management, resource allocation and value delivery. She has over 20 years experience across both media owner and agency sides. At PHD, she has led a diverse portfolio of clients including airlines, government, FMCG and automotive, developing innovative media partnerships, including the first ever Gogglebox partnership with the Department of Justice which highlighted the issue of domestic violence. She is now responsible for leading Diageo, the largest client team in the group, making their Progressive Media agenda a reality and consistently delivering year-on-year growth across all metrics.

RELEVANT
CLIENT
EXPERIENCE:

DIAGEO



Rialtas na hÉireann
Government of Ireland

RYANAIR



TYLA NOFAL

Integrated Planning: Director (Sky)

Tyla will lead cross-channel planning and ensure innovation across individual briefs and campaigns. She has nearly a decade's experience in media, working across multiple markets for a wide range of clients in FMCG, government and travel, such as Diageo, Kimberley Clark and StenaLine, the government and WaterWipes. Tyla is expert in shifting clients' performance and creating award-winning campaigns. She delivered a transformational post-pandemic visitor strategy for Diageo Brand Homes, including the Guinness Storehouse, to deliver record-breaking numbers. She will represent Ireland for media in this year's Cannes Young Lions and was also recognised at the 2024 Media Awards, shortlisted for Rising Star.

RELEVANT
CLIENT
EXPERIENCE:

DIAGEO



Rialtas na hÉireann
Government of Ireland

StenaLine



LAUREN DUNNE

Integrated Planning: Director (NOW)

Lauren will lead cross-channel planning and ensure innovation across individual briefs and campaigns. She has worked in agencies for over 10 years, across brands such as Tesco Ireland, Toyota, Lexus and Sky / NOW, launching the Toyota C-HR in the UK market and Sky Glass in Ireland. She has been leading Diageo Ireland's beer portfolio, requiring a significant amount of innovation and creativity to cut through the cluttered alcohol category. Passionate about cultivating strong, trusting relationships, Lauren ensures every brief turns into something she and her clients can be proud of.

RELEVANT
CLIENT
EXPERIENCE:

DIAGEO

sky

TOYOTA



THOMAS GEOGHAN

Business Intelligence: Head of Comm.'s Strategy PHD Beyond

Thomas will lead the communications, audience and channel strategy. He has a decade's experience across FMCG, public sector, telecommunications, finance and retail, working in both creative and media agencies. He currently leads strategy for Diageo Ireland's portfolio of brands, WaterWipes, Department of Health and Safefood and has previous experience working in both media and creative agencies on Three, Bushmills and Musgrave Group. His priority is to utilise data intelligence to create strategic frameworks and media principles that can be easily applied across annual plans and campaigns. Having previously worked in the overseas aid sector, Thomas has a passion for ESG solutions, piloting a new OMG tool for his clients that balances the reduction of media carbon emissions with media performance.

RELEVANT
CLIENT
EXPERIENCE:

DIAGEO

Rialtas na hÉireann
Government of Ireland

3



JENNA GREENE

Marketing Effectiveness & Measurement
Principal Consultant

Jenna will own the effectiveness agenda and ensure maintenance of the Measurement Framework for Sky. In this role, Jenna will ensure that OMG's Marketing Intelligence team will combine data analysis with media strategy to create effective solutions for Sky. She has experience both in agency as Digital Client Director and digital retail across clients such as Diageo, Energia and Tesco, giving her an inside-out skillset with a focus on performance.

RELEVANT
CLIENT
EXPERIENCE:

DIAGEO

energía

TESCO



CLAIRE O'BRIEN

Business Intelligence: Data Tech & Ad-Ops Consultant

Claire will ensure excellence in performance and data strategy, with oversight of Biddable outputs. She has over 10 years experience at both OMG and specialist search agencies and her role is focused on ensuring PHD Ireland effectively leverage industry development, data and tech capabilities to deliver for clients. Claire has experience in a portfolio of brands over the last 10 years, including Vodafone, Diageo Brand Homes and FBD Insurance.

RELEVANT
CLIENT
EXPERIENCE:

DIAGEO

vodafone

VOLKSWAGEN GROUP



CONOR HANOVER

Head of Trading Delivery

Conor will have responsibility for delivery of our trading commitments and oversight of all investment and accountability outputs. He has over 20 years' experience in media with expertise in buying and negotiating for most sectors at media and full-service agencies such as Mediaworks, DDB and Young Advertising. Conor is renowned in the industry for his balanced approach when negotiating, to establish a collaborative relationship with media owners whilst delivering exceptional value to clients.

RELEVANT
CLIENT
EXPERIENCE:

DIAGEO

Aer Lingus 


Bank of
Ireland



06

GROUP



GRANT BURKE

General Manager, PHD Beyond

Grant is a highly experienced business leader, who has successfully led numerous fast-paced, complex, digitally advanced accounts for a range of industry leading brands including eBay, General Motors, Mattel, Mastercard and McDonald's. Grant also has deep category expertise having worked with and led clients such as Three, Vodafone, TalkTalk, Nokia and Lionsgate across their TV catalogue, streaming platform and film studio. Grant has run a range of local, regional and global accounts, with a sharp focus on driving operational excellence and efficiencies and ensuring a consistent holistic approach across matrix structures. Within this he has overseen the development and implementation of new processes and products and industry leading data and tech capabilities to transform clients' business outcomes.

RELEVANT
CLIENT
EXPERIENCE:



LIONSGATE



NATALIE BURTON

Head of Business Operations

Natalie will lead the Operations Function ensuring constant enhancement of our processes, compliance and automation. In this role, she is responsible for leading a team that provides operational support and excellence in order to drive efficiencies across all areas of the business. Having worked within Omnicom Media Group for over ten years, Natalie has worked in various roles within the central team, including most recently Managing Partner of Digital Operations and prior to this worked at PHD for over seven years in investment and publishing roles.

RELEVANT
CLIENT
EXPERIENCE:



Sainsbury's



OLI JONES

Global Investment Director

Oli will be responsible for leading the global strategic investment program for Sky. Having started his career as a buying executive in 2006, Oli has a vast amount of experience in investment roles across both agency and major tech companies. Prior to his current role, Oli was Commercial Programs Lead, EMEA at Google. In his current role, Oli applies his broad industry knowledge to drive trading innovation and value for OMG's clients.

RELEVANT
CLIENT
EXPERIENCE:



DIAGEO



MARIE CLAYTON

Managing Director Annalect

Marie is Managing Director for Annalect, Omnicom Media Group's data and technology specialist, Marie is responsible for Annalect's strategic direction and for driving the performance of the Omni platform in the UK and guiding the strategic development of its capabilities. Prior to this, Marie worked as Managing Partner at OMG UK, leading on Omni UK and OMG UK Product, overseeing the UK product roadmap and the successful growth and continued rollout of Omnicom's precision marketing platform Omni.

RELEVANT
CLIENT
EXPERIENCE:



compare
themarket