

EACA announces new EACA representatives for 2019-2021

Brussels, 21 October 2019: During EACA's Annual Meetings, EACA members elected their new Council Chairs and subsequent members of the Management Committee and the Board of Directors. EACA's Management Committee is comprised of eight corporate members and eight association members.

The list of the elected members is as follows:

Corporate Members

Roisin Rooney, Chief People Officer, DDB EMEA, IAC Chair

John Wright, Director of Strategic Business Development, EMEA & CEE Regional Officer, McCann EMEA, IAC Vice-Chair

Craig Burleigh, Managing Partner, Ogilvy & Mather, IAC Member

Christian de la Villehuchet, Global Chief Integration Officer, Havas Group & CEO, Havas Belgium, IAC Member

Johan Boserup, Global CEO Investment, Omnicom Media Group, MAC Chair

Dominic Grainger, CEO, GroupM EMEA, President

Marcus Wilding, Global Group Commercial Director, PHD, MAC Member

Philip Chin, President Publicis Health France & UK, HCC Chair

Association Members

Tine Auvig-Huggenberger, CEO, Kreativitet & Kommunikation, Denmark NAC Chair

Johan Vandepoel, CEO, ACC, Belgium, NAC Vice-Chair

Paul Bainsfair, Director General, IPA, UK, NAC Member

Sofia Barros, Director General, APAP, Portugal, NAC Member

Marie-Pierre Bordet, Vice-President, AACC, France, NAC Member

Radu Florescu, Vice President, UAPR, Romania, NAC Member & Treasurer

Peter Kerr, Managing Director, MRM, UK IMC Chair

Pawel Tyszkiewicz, Director General, SAR, NAC Member

The new **Board of Directors** comprises the following members

Dominic Grainger, CEO, GroupM EMEA, **President**

Radu Florescu, Vice President, UAPR, Romania, **Treasurer**

Tine Auvig-Huggenberger, CEO, Kreativitet & Kommunikation, Denmark

Tamara Daltroff, Director General, EACA

Roisin Rooney, Chief People Officer, DDB EMEA

Tine Aurvig-Huggenberger, CEO of Kreativitet & Kommunikation, Denmark, has been elected as National Agency Council (NAC) Chair and a member of the Board of Directors. Ms. Aurvig-Huggenberger said: "I am very pleased with the election as chairman of the NAC. Our common industry is a crucial determinant when it comes to commercial freedom of speech. We are the ones who help and ensure that the message reaches out to citizens, voters and consumers. That is why we also have great political awareness. I am committed to ensuring EACA highlights and safeguards the industry's interests vis-à-vis the European Parliament and the European Commission to continue to be part of the solution when it comes to regulating the scope of our industry."

Johan Vandepoel, CEO of ACC, Belgium, has been elected as National Agency Council (NAC) Vice-Chair. Mr. Vandepoel remarked: "Our sector is becoming more and more inclusive, with new communication disciplines, new channels and new technologies fighting for attention. Making all of this work together has been my passion as CEO of ACC Belgium over the past 7 years and sharing experiences and best practices across borders will be my challenge for the next few years as NAC's Vice Chair at EACA."

Radu Florescu, Vice President of UAPR, Romania, has been elected as NAC treasurer for the up-coming two-year period. Mr. Florescu welcomed his recent appointment: "I am delighted to take on the role as treasurer for the EACA. We start 2020 on strong footing after a very productive 2018 and after reviewing our budget, remain confident that we are ready to handle the "what-ifs" should they come up. Looking forward to working with Tamara, her team and the new Board."

Johan Boserup, Global CEO of Investment at Omnicom Media Group, has been elected as Media Agency Council (MAC) Chair. Mr. Boserup said: "My ambition for the Media Agency Council is to develop a group that can speak on behalf of the media agencies on key industry issues. I envisage the MAC to be a point of engagement for cross-industry collaboration. I strongly believe that we need more collaboration to transform our industry for the better."

Peter Kerr, Managing Director of MRM, has been elected as Integrated Marketing Communications Council (IMCC) Chair. Mr. Kerr stated: "I am honoured and delighted to accept the role of Chairman of the IMCC. I am very fortunate to have an exceptional Board and secretariat who share the view that the IMC can play a more prominent role in shaping and supporting individual member organisations and raising the profile of our particular marketing expertise across Europe. I would like to take this opportunity to place on record the excellent work carried out by our out-going Chairman Ondřej Gottwald."

Tamara Daltroff, Director General of EACA said: "We, at EACA, are honoured and excited about working with the new Management Committee and Board of Director, both of which have a good balance and representation of agencies and agency associations. It is crucial to have such a strong team in these challenging times for our industry who is ready to transform them into opportunities and move the industry and the association forward. The Secretariat and I also want to thank out-going representatives who have supported and shaped EACA's future in the last two years. Your input has been key in building EACA's new strategy."

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Notes to Editors

About EACA

EACA is the voice of Europe's communications agencies and associations, promoting the economic and social contribution of commercial communications to society. Our members comprise advertising, media, digital, branding and PR agencies as well as their national associations – together they represent more than 2,500 organisations from nearly 30 European countries that directly employ over 120,000 people.

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