

IAB Australia 2009-2010 Voting Process

Nominations have closed for the 2009-2010 iab australia rotating Board seat and now it is time to vote.

There are 5 nominees reflecting a strong interest in broadening the representation of the Board.

Below are the simple instructions for how to vote. Attached is the ballot form and a summary of biographies of the nominees as submitted by each of their nominators.

1. Print IAB Ballot Form – attached - which includes the nominees for the 2009-2010 rotating board seat.
2. Complete the Ballot Form by placing a checkmark beside the name of one candidate and filling in your company name and iab australia membership number at the bottom of the form
3. Fax the completed Ballot Form to the IAB office at **02 9248 7950**

All Ballot Forms must be returned by 5:00 PM (EST) Monday 26th October 2009.

- Only ballots received on this ballot form and within the due timeframe will be counted.
- Only one vote per iab australia member.
- Members may not vote for a nominee from their own member company.
- Current Board members may not vote.
- In the event of a tie, voting members who did NOT vote for one of the tied nominees will be asked to vote again for one of the tied nominees until there is a clear majority vote for one nominee.

This is an important nomination so I urge all of you as iab australia members to take advantage of your membership and exercise your right to vote for the nominee you think will best represent the interests of the non-founding members in 2009-2010 and drive the iab australia agenda forward to the benefit of the industry.

Thank you to all nominees and nominators and good luck to each of the nominees.

Paul Fisher
Chief Executive Officer
iab australia

IAB AUSTRALIA 2009-2010 ROTATING BOARD SEAT

BALLOT FORM (Please tick one candidate only)

Mark Halstead – Managing Director, 3D Interactive

Wendy Hogan - Vice President and Managing Director, CBS Interactive

Robert Leech - Head of MCN Connect

Alex Littlejohn – Managing Director, Adconion

Robert Wong – Chief Executive Officer, Catalogue Central Australia Pty Ltd

Vote from IAB Member Company:

Membership #:

CEO Mark Halstead

- Mark Halstead, BSc, MAICD
 - Managing Director – 3di
 - Executive Director – Q Ltd
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- Mark has 17 years experience in media, advertising and sales, and over 10 years of that time has been spent in the digital and interactive advertising industry.
 - Mark established interactive media sales network 3di in 2003. The company has grown to a staff of 30 with offices in Sydney, Melbourne, Perth and Auckland. This team is a recent amalgamation of other Q Ltd Group companies List Marketing Australasia Pty Ltd and Mosaic Traffic Pty Ltd.
 - 3di was sold to Q Ltd in 2005. Mark is on the board of directors of Q Ltd and is also a director of each of the Group companies.
 - Mark began his career in London working for group sales manager for channel 5 broadcasting. He also helped launch two pay TV Channels, UK Gold and UK living.

Wendy Hogan
VP and Managing Director, CBS Interactive
iab Nomination, 2010

@wendy_hogan is Managing Director of CBS Interactive, a top 10 internet property worldwide and influencer of over 3 million Australians every month.

Wendy has been a digital evangelist since the earliest days of this industry, and over the past decade, she has grown the local business exponentially. Starting out as a B2B tech specialist the business has evolved to now include key brands such as [BNET](#), [CNET Australia](#), [GameSpot AU](#) and [TV.com](#). According to Nielsen's Market Intelligence, CBS Interactive now owns the #1 gaming website and #1 consumer technology website in Australia.

Wendy is an active member of the Australian digital media industry, sitting on the AIMIA NSW committee in 2006 and 2007 and has delivered presentations at various industry events on the future of media. This experience and ongoing exposure to the evolving international media landscape qualifies Wendy to represent the interests of the broader industry.

Robert Leech – Head of MCN Connect

For 3 years I have been the Head of MCN Connect, the Multi Channel Network's Digital division. I am in charge of developing commercial strategies for all FOXTEL and Austar's digital content, on whatever platform it is delivered. Online is the largest area of responsibility, developing the growth and sales strategies for over 200 MCN websites.

Other responsibilities include developing and managing digital opportunities across interactive TV, mobile, VOD and IPTV. Much of my focus here is on convergence and converged measurement systems.

Previously I worked at BSkyB in the UK for 10 years, ultimately as Head of Interactive Services.

