

Press Release

IAA Announces New Leadership Team

Will serve 2016-2018 terms

Cannes, June 21st 2016 IAA Cabana HQ - The International Advertising Association (IAA) elected its team for the coming two years during its annual Board of Directors meeting.

Felix Tataru, IAA Chairman and World President stated "We are very excited to assemble our leadership at such an exciting and challenging time in our industry. The IAA, representing all areas of the advertising- advertisers, agencies, media and educators is committed to inspire the industry and society. Everyone in our industry is empowered to contribute in their own way and the IAA looks forward to harnessing the resources and energy of our members around the world"

Current industry issues for the IAA include the continued importance of best practices and integrity; the defense of unwarranted bans and interference with brands and advertising and the development of talent within our industry

Board of Directors confirmed the following IAA Officers for 2016-2018:

Felix Tătaru
Chairman and World President,
GMP Group, Romania

Faris Abouhamad
Immediate Past Chairman and World President,
CEO, InterOne Resonance, UAE

Srinivasan Swamy
Senior Vice President,
President RK SWAMY BBDO Pvt Ltd, India

Diane Slade
General Secretary,
Head of Advertising Edith Cowan University, Perth, Western Australia

Venanzio Camarra
Treasurer,
Managing Partner and Chief Consultant of Studio Aldabra, Italy



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Vice President Corporate Members and Government Affairs,
President, Carla Michelotti LLC, USA

Kaushik Roy

Vice President Area Director Asia Pacific,
President - Brand Strategy & Marketing Communication, Reliance Industries Ltd, India

Tom Brookbanks

Vice President Area Director USA/Canada,
Senior Vice President, Starcom Mediavest, USA

Kyra Roest

Vice President Area Director Europe
Business & People connector, /UM'GE:BUN/, Netherlands

Saad El Zein

Vice President Area Director Middle East Africa
Saad El Zein Company, UAE

Michael Lee

Managing Director IAA, USA

"Felix Tătaru at 42 is the youngest IAA Chairman in our history" commented Michael Lee, IAA Managing Director "we have an ambitious agenda for the next two years and our exciting mission continues today"

The IAA plans to announce its Global VP' later this week.

For more information, please contact:

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International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with members in over 40 countries, is a one-of-a-kind global partnership comprising advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org