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MICROSOFT'S KAREN CARTER ELECTED AS PRESIDENT OF THE UK CHAPTER OF THE IAA

10th February 2014 - Karen Carter, Director of Operator Channel Partner Marketing at Microsoft, has been elected as President of the UK Chapter of the International Advertising Association (IAA) for a two-year term. Carter, currently Vice President of the UK Chapter, will take over the Presidency from Paul O'Donnell, Chairman, Ogilvy & Mather UK with immediate effect.

O'Donnell will assume the position of Chairman from Michael Toedman, who will remain on the IAA UK Chapter Board in his capacity as Chairman of its annual event, The Global Brand Think Tank.

Carter commented: "It is an honour to be selected for this important role in the IAA UK Chapter. There is tremendous opportunity to drive thought leadership through our various programs as part of the global organisation. I am humbled to be able to lead and further advance our professional development, networking and young professionals programs in partnership with our strong board members and committees."

Mike Jarvis of Mike Jarvis Consulting will be retiring from the IAA UK Board on which he has served for more than a decade, latterly in the role of Honorary Treasurer. Liz Jones, Managing Director of PSI Advertising will take his place, and Nick Edgley of NE Media will continue as Honorary Secretary for a further year.

The IAA UK Chapter is one of the most successful chapters of the International Advertising Association, which has more than 4,000 members worldwide.

- Ends -

Notes to editor:

Karen Carter is responsible for driving Partner outbound marketing strategy with global Mobile Operator organisations at Microsoft. Leveraging more than 25 years in marketing, Karen identifies opportunities to accelerate sales of Microsoft Products in the OC space. Karen has been with Microsoft for more than 14 years and has held a variety of marketing roles during that time.

Karen started her career as an Advertising Producer and then moved on to manage technology events including some of the largest Global Events in Microsoft's history including the launch of Windows '95.

Karen graduated Cum Laude from Ohio University and holds a Bachelor of Science in Telecommunications.



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UK CHAPTER

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About the IAA

The International Advertising Association is the world's only globally-focused integrated advertising trade association with membership representing advertisers, agencies and the media. The IAA is comprised of Corporate Members, Organisational Members, Educational Affiliates, as well as individual members and young professionals.