



# MEDIA RELEASE

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## **New Chief Executive appointed for OMA**

Charmaine Moldrich, an executive manager with significant experience in marketing, stakeholder relations and business development, has been appointed as the new Chief Executive Officer of the Outdoor Media Association (OMA).

Ms Moldrich was most recently the Executive Director, Marketing & Events, for the Sydney Harbour Foreshore Authority (SHFA) and has an extensive career in heritage and the Arts. She has a good understanding of the outdoor media industry having had direct involvement in the management of outdoor media assets while working with SHFA.

OMA Chairman Steve McCarthy said the Board was delighted to have found such an outstanding candidate within such a short timeframe.

Mr McCarthy said Charmaine had the right leadership and personal skills to take the four-year-old OMA into its next phase of development.

"This year will be extremely important for the outdoor media industry with the launch in February of our new audience measurement system, MOVE (*Measurement of Outdoor Visibility and Exposure*)," Mr McCarthy said.

"Equally, the OMA has a number of major projects in development that will further advance the industry in terms of its standing within the Australian media environment.

"Charmaine's depth of management and marketing experience will ensure that the OMA team can continue to meet its goals and further strengthen its stakeholder relationships."

As with the current CEO Helen Willoughby, Ms Moldrich will also take up the position as CEO of MOVE.

Mr McCarthy said the Board had also secured the services of the former CEO of Research International, Australia and New Zealand, John Gandar, to manage the MOVE project during its transition phase to market.

