



Media Release

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OMA and MOVE expand and restructure teams

The Outdoor Media Association (OMA) and MOVE has welcomed five new team members, bolstering expertise across its marketing, government relations, and MOVE teams. The new appointments will strategically position the OMA and MOVE to deliver a swathe of new products and services to its members and stakeholders.

OMA CEO Charmaine Moldrich said: “At a time when the Out of Home channel is undergoing unprecedented transformation and growth, it is imperative that we draw upon fresh perspectives to drive the industry forward. This is why I am delighted with our new structure and welcome our new team members who bring valuable expertise to the OMA and MOVE.”

Emma Carr joins as the General Manager for Government Relations overseeing the development of the strategy and management of government relations across federal, state and local governments. She has 15 years’ experience in various communications and government relations roles, including the Managing Director of The Whitehouse Consultancy in the UK, and most recently as General Manager, Communications for The Royal Australian and New Zealand College of Ophthalmologists (RANZCO).

Also joining the team is Kirsten Samuels as Senior Policy Advisor responsible for developing and maintaining the self-regulatory policy framework. Kirsten holds qualifications in business and law and has previously worked as a policy advisor to the NSW Minister for Lands and Forestry, the NSW Minister for Racing, ClubsNSW, and the Lane Cove Council.

To round off the government relations team, Alexandra Simpson joins as Communications Specialist responsible for government and public communications around policy and regulation. Alexandra previously worked at the French-Australian Chamber of Commerce as National Marketing and Communications Officer and at London-based recruitment consultancy Ellwood Atfield as Marketing Executive.

Joining the marketing team is Emma Ward as Communications Manager responsible for developing and executing the communications strategy. Emma was previously the Marketing and Communications Manager at the Jewellers Association of Australia.

As part of the team restructure for MOVE, Kylie Green, previously Systems and Training Manager, has been promoted to General Manager and is responsible for the day to day management of both the OMA and MOVE.

Kylie has been replaced by Ganjina Nozakova who takes over as Systems and Training Manager, responsible for managing the MOVE platform and the delivery of training programs. Ganjina holds a Bachelor of Business and has worked in various sales, interpretation, and recruitment roles prior to joining MOVE.

Grant Guesdon, previously General Manager of MOVE will now oversee MOVE 2.0 the new Digital Measurement System being developed by the OMA.

“The next 12 months are poised to be crucial in securing the growth and success of the industry. I look forward to working with the team to achieve our vision for Outdoor as the ‘always on’ place people stay connected,” Moldrich concluded.

Image: The new OMA and MOVE team members.

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FURTHER INFORMATION:

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About the OMA:

The OMA is the peak industry body which represents most of Australia’s Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA’s charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders.

Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.