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## Movers & Shakers: WPP, Nova Entertainment, CHEP

By [AdNews](#) | 4 February 2022

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It's hard to keep up with all the latest moves across media, marketing and advertising, so we've made a list. Check out the some of the biggest moves this week.

### Rose Herceg becomes WPP president AUNZ

WPP announced the appointment of chief strategy officer Rose Herceg as president in Australia and New Zealand. She will lead WPP's business in Australia and New Zealand, supporting agency CEOs, promoting WPP's collective capabilities and bringing together people and resources on behalf of clients. Herceg fills the hole left by [Jens Monsees](#) who decided to step down as CEO of WPP AUNZ when the company transitioned from an ASX-listed business to one fully integrated business within the global WPP.



### Lucy Formosa Morgan joins Nova

Nova Entertainment has appointed Lucy Formosa Morgan as commercial operations director. Formosa Morgan steps into the new role with more than 20 years' media agency experience. She was most recently national managing director at PHD where she spent more than 10 years. She will be responsible for optimising Nova's commercial inventory, trading, pricing, airtime and data analysis.

### Pete Bosilkovski, Vince Lagana, Jeremy De Villiers launch agency

Pete Bosilkovski, Vince Lagana, and Jeremy De Villiers have launched a creative agency It's Friday, with foundation client Domino's. The three have worked together in previous companies over 10 plus years. Bosilkovski brings years of agency leadership as CEO at Clemenger BBDO Sydney, VMLY&R, and Leo Burnett Sydney. Lagana was ECD at The Monkeys, and Leo Burnett Sydney. De Villiers has led operations at The C Suite, VMLY&R, Leo Burnett, and Clemenger BBDO.

### SCA appoints head of general management

James Pedersen has been appointed to the newly created role of head of general management at SCA. Pedersen is currently executive general manager of Melbourne, South Australia, Western Australia, and Northern Territory.

### CHEP appoints strategy director

CHE Proximity has appointed Alex Roper director of strategy, Melbourne. Roper, head of marketing strategy and transformation at Coles, helped establish a new unifying idea for the brand, alongside a change program managing a number of marketing technology and marketing agility projects, underpinning Coles strategy. Roper has previously led multi-disciplined strategy teams at WIT Collective, M&C Saatchi Sydney and Clemenger BBDO Melbourne.

### IAB Executive Tech Council appoints Angus Keene

Twitter Australia's acting managing director Angus Keene has been appointed chair of the IAB Executive Tech Council. Keene replaces Peter Barry who had been in the role since June 2021.

### Paul Wilkinson goes to Half Dome

Independent media agency Half Dome announced the appointment of Paul Wilkinson to the newly created role of head of Commercial. Wilkinson, the former Spark Foundry head of investment, will be responsible for elevating Half Dome's offline investment function, and overseeing all commercial client outcomes, reporting to Half Dome Managing Partner and General Manager, Tom Frazer.

### Campfire x welcomes new creative

AWARD School graduate and Indigenous creative Tuneah Plumb has Indigenous Australian-led creative consultancy Campfire x. Plumb has previously worked at Universal Music Australia as media and editorial coordinator, and has also interned at CareerTrackers and Foxtel. In her new role as account manager, she will work across all Campfire x clients, particularly the Women's Basketball World Cup and Connect to Country.

### Alt/Shift expands

Independent agency Alt/Shift has welcomed 10 new team members in the past six months including Omar Al Jabi joining the Creative Services team as a Senior Creative from Vice and Brodie Beel, Account Director joining from Decjuba along with a raft of promotions with JJ McPherson promoted to Group Account Director, Sophie Truter and Alycia Jack now Account Directors and both Charlie Kaplan and Joey Gan to Account Managers. Alt/Shift also announced expansion into Queensland, marking the third Australian office. Welcoming Cassie Dellit who joins the team as Senior Account Director and Account

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- 12:12 PM** Yep same, none of the agents I've been to have it. Very odd.... [Lucasydney](#) on [Forbes](#) [launches in Australia](#)
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- 6:23 PM** NEARLY as many deals as days in lockdown! [Robert Strohfeldt](#) on [Adrian Elton's digital billboard 'hack'](#) [goes viral](#)

Manager, Kate Healy joining from Red Havas and The Red Republic respectively, the appointments bring the national team count to 43 across Melbourne, Sydney and now Brisbane.

#### VCCP CX appoints Adnan Lalani creative director

Adnan Lalani, who joined VCCP family in 2014 in the London team, is relocating back to his hometown of Sydney as VCCP CX as creative director of experience design. He started in London as senior designer and worked his way to head of design. Collaborating with a team of designers across UI, Motion, Screen and Display design, Lalani helped evolve key clients and their digital products and experiences, including Domino's, easyJet, KIA, Saga and O2, where he has been integral to O2's Digital Transformation Programme.

#### Anita Zanesco returns to Trinity P3

Anita Zanesco has rejoined TrinityP3 in Australia after leaving her role at Havas, where she was Head of New Business for two years. Before that, Zanesco was a Senior Consultant with Trinity P3 and returns to take on the role of Business Director where she will be working closely with Nathan Hodges, Managing Director and Lydia Feely, General Manager, Australia and New Zealand. Zanesco "After two years back on the agency side, driving new business development, I have a fresh appreciation of the challenges the industry is facing."

#### Jellysmack expands in Australia and NZ

Global creator company Jellysmack announced two senior appointments to its Australia and New Zealand team. Bec Hodges has been appointed Jellysmack's Marketing Manager ANZ and Alex Vans-Colina joins as Partnership Manager ANZ.

Have something to say on this? Share your views in the comments section below. Or if you have a news story or tip-off, drop us a line at [adnews@yaffa.com.au](mailto:adnews@yaffa.com.au)

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