



EDITOR'S LETTER

If I could take you back three decades to the venerable year that was 1992, Whitney Houston ruled the pop charts, cannibalism-made-fun *Silence of the Lambs* won the Oscar for best picture, and it was also the year widely considered as the birth of the worldwide connection of computers more commonly known as the internet.

1992 also holds a significant role in the booklet you're now reading – the cut off mark to star in 2022's 30 Under 30 winners.

Scrolling through the coming pages, you'll discover the 31 stars who are absolutely nailing their advertising and media careers and all before hitting the ripe old age of 30.

This year's winning categories include creative, entrepreneur, journalist/producer, marketing, media, PR, project management, sales, strategy, tech, and of course, *B&T*'s famous unashamed popularity prize – The People's Choice Award!

We had a record number of entries this year which made whittling it down to the 31 winners a rather unenviable task.

On that note, a huge thank you to everyone who entered the awards, our generous judges who are just so giving of their time and, of course, our sponsors who – and I know this can sound a bit cliché – make events like 30 Under 30 possible.

A huge thanks to our main sponsor and great friend of *B&T*, Vevo. And here's cheers to the other sponsors – Seven West Media, Think Premium Digital and Trinity P3.

On behalf of everyone on the *B&T* team, I'd like to take this opportunity to thank you for your support of the title (in all its guises) in what has

undoubtedly been one of the more crazier 12 months of recent times.

Until we do it all again in 2023...

Yours,

John Bastick

Editor, *B&T*

"One of the crazier 12 months in recent times."

JOHN BASTICK



WINNER



Linh Diep

Special Group Australia

Back in her uni days, Linh Diep was a budding advertising and marketing student and wanted to link up with like-minded students. Diep started The University of Queensland's Marketing and Advertising society and became its inaugural president. Cutting a long story short, it culminated in a first job offer from Publicis Worldwide.

After a stint at Khemistry before moving on to her current agency Special, the 28-year-old retains a number of board and industry committee positions including the Australian Marketing Institute and Mentally Healthy Change Group.

In 2018, Diep launched Assisterhood, which connects Publicis female leaders with ambitious young women at the agency and now boasts a team of 11 volunteers. Diep has since launched Assistercast, a podcast showcasing the power of mentoring.

"It's someone picking up your idea, building on it and making it theirs. Everyone involved can find their own way of adding to the vision."

Diep says the industry needs a better support structure for its junior talent, particularly for those from underrepresented groups.

She says adland needs to change the narrative that "success is a ladder".

"That implies only one person can succeed at any given time," she says.

"It's about building a support structure for everyone."

Instead, it should be a net, bringing up as many people as you can.

For Diep, success is “seeing something live beyond you”. She says, “It’s someone picking up your idea, building on it and making it theirs. Everyone involved can find their own way of adding to the vision.”

WINNER



Lisa Leicester

OMD Australia

Lisa Leicester actually began her career as a journalist, working in a multimedia role at the Perisher ski resort.

She then long jumped her way to her current role at OMD, as the agency’s social and innovation account director.

To date, her successes include piloting OMD’s first in-house messenger bot for Estee Lauder, launching an AR experience and gaming apps for Bacardi Martini and a world-first, 3D podcast for vodka brand Grey Goose.

Leicester says of her leadership credentials: “I’ve always been drawn to leadership positions – school captain, sport captain, skipping boats – and my career is no different.

“In driving success for others, I’ve learnt to let go, to give my team breathing room to succeed, to pick up on the subtext of conversations.”

“I’m not afraid to admit my limitations and lean on other people’s experience at any level to get the right outcome. Many of the media firsts I have led has relied purely on collaboration, for example, the 3D audio podcast idea came from collaborating with SCA who are experts in sound development,” Leicester says.

One thing her career has taught her is that success isn’t an individual goal. Leicester says that she’d previously viewed success around “myself and my own goals”.

“Success was about my progression, growing the client base, being the go-to/reliable person within the team, etc.

“Recognition for my success and a pat on the back were always the cherry on top. But now, I see success holistically, particularly in relation to the success of those around me.

“In driving success for others, I’ve learnt to let go, to give my team breathing room to succeed, to pick up on the subtext of conversations, ask questions and be there in the capacity that they need me. I acknowledge and celebrate the big

and small wins with them, whether promotions or a client reaching out directly to them versus myself," Leicester says.

WINNER



Henrietta Corley

Taboo

Is there a doctor in the house? Well, there's certainly a paramedic at Taboo, with the agency's group account director, Henrietta Corley, training as a paramedic before relinquishing the defibrillator for a marketing degree.

Corley got her media break at Comunicado, before a five-year stint at CHEP and is now 18 months into her current role at Taboo.

"I'm exhausted by the familiar stats about pay gaps and leadership gender disparity," Corley says. "A bad agency experience can creep into your being. What I've seen and experienced as a young woman in our industry has pushed me to create the right environment so that this does not continue to happen.

"Leadership is empowering others. Throughout my career, I've been mentoring young women in our industry, whether that's through formal programs like The Trenches and The Aunties, or informally via industry peers and previous team members," Corley reveals.

Corley confesses she's an introvert in an extroverted industry and that can make defining what success looks like "confusing".

"Right now, it's finding the intersection of my passion, my mission and my profession. I've realised that not one element of your life will complete you."

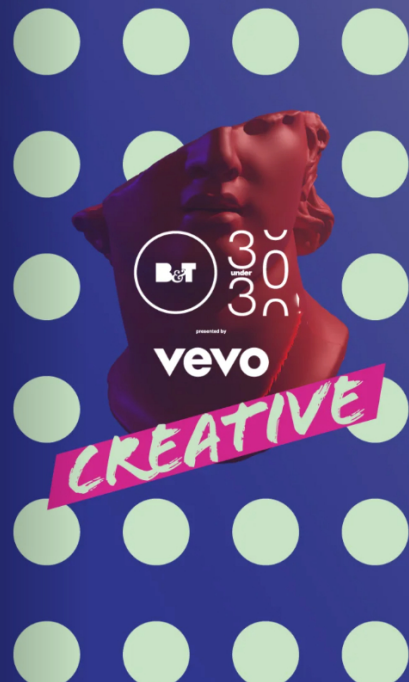
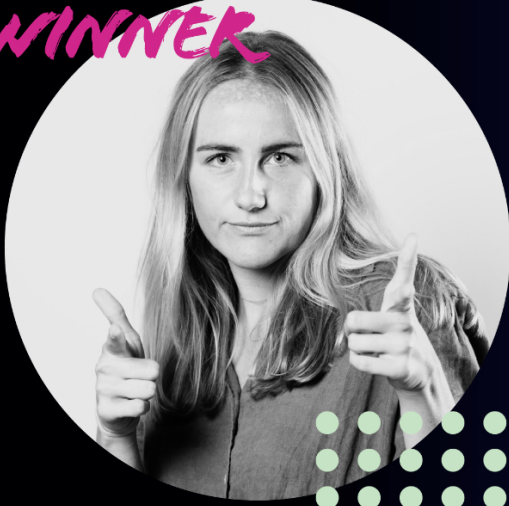
"You go from thinking you need to be the smartest and loudest person in the room, to knowing that listening and asking the right questions is more important than having the answers. I'm incredibly lucky to be surrounded by mentors and leaders who celebrate the differences.

"Seven years ago success was landing a job at [CHEP], which was at the time, Australia's top creative agency.

"Right now, it's finding the intersection of my passion, my mission and my profession. I've realised that not one element of your life will complete you.

"Success has developed a deeper meaning to me now as a young female leader. Success in the traditional ad world was dictated one way, but I'm more comfortable with the cross-section of personal values and industry change. They may be different from the metrics of success I've been taught, but they

WINNER



Lizzie Wood

The Monkeys part of Accenture Interactive

Lizzie Wood's career started as a business development manager before an epiphany – well, AWARD School in 2018 – led to her shift to the advertising biz.

And no small agencies for Wood, landing her dream job at none other than vaunted The Monkeys a year after graduating.

Wood won silver at her first attempt at Cannes Young Lions and the gold at her second attempt, going on to represent Australia in the global round.

And Wood's secret sauce to success? "It's an unwavering love of people," she reveals.

"I get to figure out what makes them tick, searching for real, human insights to create great ideas from. But it's a love that also drives me towards leadership. And you need to love people if you want to lead them. You need to want others to succeed.

"We need to bring back fun and humour to advertising, but I think we need to revisit how, and who must lead it."

"You also can't be a good leader without being open and honest. And whether it's a strength or a flaw, I approach my work and life candidly. If we don't talk about the thing, we can't change the thing," she says.

Wood was named NSW Youngbloods chair in 2020 and launched the 'Lessons in Hindsight' podcast that included advice from senior industry leaders for new starters in the advertising industry.

One thing Wood would like to see more of in ads is humour.

"We need to bring back fun and humour to advertising, but I think we need to revisit how, and who must lead it," she says.

"We need to rebuild the relationship between creatives and clients. Creatives have an underutilised power to incite enthusiasm and curiosity because of our distance from the day to day of client/agency relationships," she says.

WINNER



Hannah Lawson

DDB Sydney

Hannah Lawson knew she wanted to work in the creative space at the tender age of eight.

Watching *Bewitched* on TV, she was inspired by Darrin to become an advertising executive.

At 21 she graduated from RMIT and scored an internship at Isobar in Melbourne.

Three years later, Lawson was shortlisted for a Cannes Future Lions global competition and the following year duxed AWARD School which lead to her current role at DDB Sydney.

Lawson confesses she's a bit of a crier, but says that shows vulnerability – one of the key traits of leadership, she says.

"Fearless vulnerability is also the key to making excellent ads. It's that secret weapon that helps you dig a little deeper to find the most precious of human truths and explore the scariest of forward thinking," Lawson adds.

"Fearless vulnerability is also the key to making excellent ads. It's that secret weapon that helps you dig a little deeper to find the most precious of human truths and explore the scariest of forward thinking."

On the definition of success, Lawson says it's not about the "pencils or the fame" but rather "it's gaining that infectious ability to transform a department for the better".

One concern for Lawson is the booze in the business, something she calls "the last, outdated advertising cliché".

"In an industry that revolves most of our social events around alcohol, we kind of forget how shitty this can be for people's mental health. It can be a slippery slope into alcohol dependence in an industry like ours. And that dependence is seriously glamorised," Lawson says.

"Like how we're quick to suggest a bottle of wine as a solution to a tricky brief. Or how we reach for a beer when the week's been particularly tough. Or how those real connections with our peers, and leaders, only happen at the pub."

WINNER



Shaun McFarlane

Special Group Australia

For some, choosing what they want to do in life usually comes naturally. This definitely wasn't the case with Special's Shaun McFarlane.

He completed his studies at Adelaide University, then started working in a marketing position, where he would remain for the next two years. Yet it was his meeting with his first agency group that catapulted McFarlane's career into a trajectory well beyond his own expectations.

Within the next five months, he began working with KWP!, he completed an AWARD school course and was offered another position by Noisy Beast in Melbourne. But his greatest work was still ahead of him.

Moving to Victoria, McFarlane had the opportunity to collaborate with several firms such as Suisse Wellness, Canstar and Biostime, while he also kickstarted a petition towards the New Zealand government asking for the improvement of beauty standards.

"For some, choosing what they want to do in life usually comes naturally. This definitely wasn't the case with Shaun McFarlane."

Two years later, McFarlane's next challenge came from DDB Melbourne. But his time there was short, as only a year later he was approached by Special Group Australia with whom he achieved one of the highlights of his career, working on the 2022 Uber Eats Super Bowl campaign.

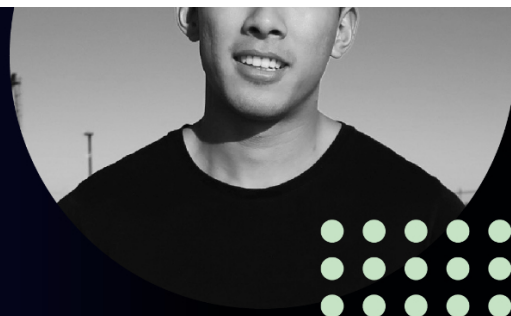
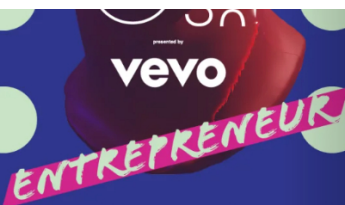
However, one of the things that he is undoubtedly most proud of is his role as national chair within the Youngbloods committee.

And McFarlane shows this by continuously offering back to the community that helped elevate him to the position that he is today, either by tutoring aspiring young creatives or by creating initiatives that seek to promote inclusion and inform the public about important issues.



WINNER





Anthony Kwok

ZILIO

Anthony Kwok's story is one of incredible resilience.

Going through almost a lifetime of bullying in his younger years, which led to mental health problems and low self-esteem, Kwok decided to pick himself up and learn how to fight - literally.

He started his training in Muay Thai during middle school and by the time he was in university he had already turned pro.

During his professional kickboxing years, he competed for the Victorian ISKA title and had signed over nine sponsorship agreements, with his most important fights being broadcast live on Foxtel.

"Yet he didn't let that get him down. Where others would have been content to simply abandon all their aspirations for a professional career, Kwok kept moving forward."

At the same time, however, Kwok was also working in the fashion industry. He decided to hang up his gloves in pursuit of a full-time career in the rag trade.

But just as he began this new venture, Kwok went through a horrific accident that saw him suffer two strokes.

He was forced to start all over again, as the accident had left him with severe mental damage which meant he had to re-learn all basic functions, such as walking and talking.

Yet he didn't let that get him down. Where others would have been content to simply abandon all their aspirations for a professional career, Kwok kept moving forward.

Within a span of three years, he has managed to create his own highly successful company in ZILIO, which is quickly leaving its mark in the fashion industry, having already signed nine brands as their foundation clients and getting accepted into Startupbootcamp, Milan's Emerging Talent program for 2020.

WINNER





Teagan West

Free Folk Agency

Self-described as "driven, adaptable and creative," Teagan West has always had a way of producing exceptional results.

During her course for a university degree in journalism, she undertook an internship with food and fashion publication *Brisbane Threads*, working her way all the way up to the position of editor.

When she was only 22, West moved to Scrunch, where she not only had the opportunity to gain hands-on experience with all stages of a campaign process, but also implemented a service offering for the agency. During her time at the company, West had the opportunity to work with many high-profile clients such as *Vogue Australia*, Subway Australia and Samsung.

However, after three years West decided to move on and do something of her own. In 2019, she co-founded a brand-new agency in Free Folk. A decision that has certainly worked out for her as the company showed incredible growth in its first few years of operation, having successfully executed more than 70 campaigns and collaborated with in excess of 800 online influencers.

"West identifies the key behind her success to be her ability to recognise opportunities within the ever-changing social media landscape."

Apart from her work with Free Folk, West is also the co-founder and CEO of Ivy Talent, a business that specialises in identifying and assisting online personalities such as influencers, podcasters and so on.

West identifies the key behind her success to be her ability to recognise opportunities within the ever-changing social media landscape.

And, considering how far she's come in such a short amount of time, she's probably right about that.



WINNER

Veronica Cremen

Vonnimedia

If you're looking for the living epitome of the words 'self-sufficient', then Veronica Cremen would be a perfect example.

Having gained years of experience working for different companies, more prominently at St Frock as a social media coordinator, Cremen decided to put her expertise to good use during the 2020 lockdown period, when she founded her own marketing agency in Vonnimedia.

Thanks to her hard, but also smart, work, the company soon became successful by delivering results for highly demanding clients such as Schwarzkopf and F45 and increasing their e-commerce revenue exponentially.

Cremen has also established a recovery massage business dubbed 'The Good Sun', which has been prominently featured on several media outlets such as Channel Seven, *The Sydney Morning Herald* and *The Daily Telegraph*.

"Cremen's leadership ability is way beyond her years. Her willingness to take risks and perspective on challenges give her the edge that so many professionals struggle with."

When speaking about Cremen, many of her co-workers and collaborators highlight her ability to understand the needs of the people around her.

"If you haven't engaged with Von yet... do yourself a favour this year and connect. Highly recommend," said Patrick McStay founder of New Leaf Accounting, while Aurelien Schibli, operations manager at Vonnimedia added: "Veronica's leadership ability is way beyond her years. Her willingness to take risks and perspective on challenges give her the edge that so many professionals struggle with. Many have great suggestions or a willingness to risk implementation. She has both. Apart from being an amazing culture creator full of fun and life, she empowers and encourages each team member to believe in themselves and pushes them to grow."

WINNER



Bertie Ocampo

Shopify

Roberta (a.k.a. Bertie) Ocampo is the perfect example of how hard work can lead to success, no matter the circumstances. Ocampo moved to Australia from the Philippines back in 2012 and immediately began getting involved with the local community.

Initially working in youth programs for AIESEC Macquarie and as a Google



Initially working in youth programs for AILESC Macquarie and as a Google Ambassador, Ocampo then made her first venture into the business world working as a marketing coordinator for LinkedIn. She would then go on to join HubSpot in the position of field event marketing manager, where she spearheaded the company's incredible growth.

"Thanks to Ocampo's work, she has been declared Department Champion five times in her career with the company."

Despite having a limited budget at her disposal, Ocampo was able to develop the HubSpot Sydney event to the point where it became the company's largest outside the US. Thanks to her work, she has been declared Department Champion five times in her career with the company.

A few years later she would become a part of the team at Shopify, helping it establish its brand name within the APAC region.

Apart from her success in the marketing industry, Ocampo was also the co-host of a Channel Nine TV show called *The Rebound*, which focused on the business world. In fact, she had her very own segment during the show where she would answer questions from the audience!

All her co-workers describe Ocampo as incredibly hard-working, consistent and driven. Based on her achievements so far, it would be hard to argue with them.



Krishma Sood

The Arnott's Group

Krishma Sood is a quintessential overachiever. At 18, she won a scholarship at Sydney's University of Technology. At 19, she became a digital marketing assistant at Pandora Jewellery, where she conceptualised the brand's first e-commerce platform in ANZ and smashed company records for EDM open rates. At 21, P&G poached the obvious talent to be a brand manager. At 23, Unilever Singapore lured Sood there to be a global brand lead.

Sood joined Arnott's Group as a marketing innovation manager before, at 27, becoming the company's youngest marketing manager.

Sood was also the youngest out of 30 students in the world to be chosen for a first-ever master's degree in the field of social business and entrepreneurship by the London School of Economics.

"As a young Australian-Indian female, she has had

to break out of her comfort zone and continually demonstrate her expertise, her ability and her resilience to deliver incredible outcomes in her roles to date across various markets.”

Speaking about her talents, her business associates make little effort to hide their praise: “Krishma is a highly talented, energetic and innovative young marketer,” says Jenni Dill, chief marketing officer at The Arnott’s Group.

“As a young Australian-Indian female, she has had to break out of her comfort zone and continually demonstrate her expertise, her ability and her resilience to deliver incredible outcomes in her roles to date across various markets. Her innate understanding and appreciation of other perspectives and cultures allow her to quickly view things from other’s points of view and find nuanced solutions that others may miss.”

Hard to argue with that, right?



Mads Hallett

Mr Yum

Mads Hallett’s career saw her learn the secrets of the industry by working many years in different places of the world before finally gaining the tools and the confidence to do something of her own.

Making her first small steps at Uber Eats as a marketing manager, Hallett’s skills were soon to be recognised by the people at the company, who offered her a chance to move to San Francisco where she worked as a global social media marketing strategist.

She would remain in the US, working for Uber Eats in various roles including the opportunity to work on campaigns with BuzzFeed and SXSW. In doing so, Hallett was also given an inside look at how the industry works.

“Mads has a philosophy of ‘getting shit done’ while giving priority to the needs of all the people who work for her.”

All the lessons she learned from her travels were put to excellent use when she decided to return to Australia and joined tech start-up Mr Yum as marketing manager.

Within just two years, Hallett and her associates have already managed to create successful partnership agreements with companies such as Afterpay and

win awards for their \$89 million Series A PR.

Hallett has a philosophy of “getting shit done” while giving priority to the needs of all the people who work for her. Among her top three priorities is to never forget to call her mother, which is clear proof of her high moral values!



AUSTRALIA'S BIGGEST CONTENT PRODUCERS HAVE COME TOGETHER TO SUPPORT THE AUSTRALIAN MEDIA INDUSTRY

MADE FOR AUSTRALIA



WINNER



Danielle Galipienzo

Initiative

One of the returning figures in this category, Danielle Galipienzo is the youngest client leader in the most rapidly growing media agency in the world. That alone should be enough of a description. But the achievements go on for the previous three-time finalist.

Galipienzo is also the founder of the Initiative's care committee, with whom she has a number of achievements, including becoming a member of the IPG women's leadership network and being a mentor to more than 12 rising stars.

She was also named the organisation's employee of the year, joining Sydney's senior leadership team and winning the 'Ignite Change' award.

"There's no task too big or small when it comes to Elle and igniting change."

Galipienzo considers changing our perspective towards other cultures a priority so that we can be more compassionate towards them. Her associates and employees claim that she's a major driving force behind all of Initiative's recent success.

"There's no task too big or small when it comes to Elle and igniting change," said Initiative's CEO Melissa Fein. 2021 saw Elle promoted to client director, leading of her own patch of five clients - a challenge she has seized with both hands and made true, real-world impact with. She's the ultimate representation of Initiative's unique purpose-powered hustle.

"Elle is also chair of our Care Committee, and deservedly awarded the CEO award as Australia's employee of the year. It takes a special person to help others without once seeking praise...so I'm thrilled to publicly acknowledge Elle for this year's 30 Under 30 Award."



Katherine Pochroj

MediaCom

Relentless, confident, inspirational. These are only three words to describe Katherine Pochroj, as it takes a special kind of person to deliver the kinds of results that she has in such a short amount of time.

Within a span of six years, Pochroj has been able to work her way up from the position of coordinator to investment director for MediaCom. To put this in greater perspective, she earned six promotions in just five years.

Along her path to success, Pochroj has received many accolades in recognition of her work, including, of course, a position within B&T's own Women In Media as a finalist in the media planner category back in 2017.

"Pochroj brings such high enthusiasm, passion and a wealth of knowledge and the impact that it has on those around her really shows."

Despite all of this, Pochroj remains humble, pointing out that it was thanks to everything she learned from those around her that she even made it this far. But the numbers (100 per cent strike rate on the five pitches she was involved in last year) say otherwise.

As do her associates: "She brings such high enthusiasm, passion and a wealth of knowledge and the impact that it has on those around her really shows," says Holly Bradly, head of sales in Sydney of SCA TV. "With her team that look up to her and feed off that energy and for myself and my team, knowing that we are always going to have thorough briefs, transparency and most importantly a good laugh!"

WINNER



Sam Chadwick

Wavemaker

Keep moving forward. That is Sam Chadwick's motto in life as he thrives whenever he's taken out of his own professional comfort zone – which, considering all that he's done, is hard to determine where it might be! – and takes on a brand-new challenge.

Chadwick started working for Wavemaker and even though he didn't know much about what he was getting into, he grabbed the opportunity by the horns.

Continuously soaking up knowledge from those around him, Chadwick was promoted twice within three years and he's gone from mentor to master, as he's now responsible for his own group of new recruits.

Chadwick has also proved instrumental in helping forge key new partnerships for the company, with important clients such as Allianz.

"Chadwick is a true leader of people and a creator of culture. He positively shapes and contributes to our culture of the agency at both a local level and national level through his involvement in the GroupM NCO."

He also worked with Tourism Whitsundays, creating tracking and analytics for them which were recognised by Tourism and Events Queensland, among others.

But naturally, too much is never enough for someone like Chadwick, who continues to take on the next challenge head-on, be it in finding a way to give

young people motives for a long-term career within the industry or in coming up with the next award-winning campaign.

Those who work with him also agree: "Sam is a true leader of people and a creator of culture. He positively shapes and contributes to our culture of the agency at both a local level and national level through his involvement in the GroupM NCO," said Aimee Buchanan, CEO of GroupM for Australia and New Zealand.

WINNER



Annika Kemp

TikTok

Having grown up watching her parents toil away on the family farm amid gruelling droughts, TikTok's Annika Kemp became motivated by their diligence and the "work hard to achieve" ethos her parents instilled in her.

With this in mind, Kemp packed up her swag and moved to Sydney to start her media career. Since touching down in the big smoke, Kemp has cut her teeth in some of the industry's biggest companies, including Channel Seven where she provided world-class service as a sales assistant, and Shazam where, as a sales executive, she championed cross-platform solutions for notable clients like CUB, encouraging Aussies to "Buy Beer, Shazam and Get Cool Stuff".

Nowadays, Kemp works as a client partner at TikTok, where she shares her growth clients' qualities of passion, grit, and ambiguity, and helps them smash ROAS targets.

"Success is never about a destination."

Inspired by Aussie entrepreneur and Canva CEO, Melanie Perkins, Kemp taught herself to become "comfortable in the uncomfortable", a quality she encourages among colleagues. With this, the TikTok whizz-kid has become a champion and leader of mental health causes, creating the Wellness Committee to help individuals practice mindfulness. She even helped four-year-olds at her under-resourced local pre-school practice yoga.

Coming from a small country town, the TikTok breakout hire also created an online community, where she shares her expertise and advice to help small-to-medium Aussie businesses thrive.

"Success is never about a destination," says Kemp, "it's all about the journey and challenges we conquer to achieve our goals."



WINNER



Maddie Basso

Captify

Captify's Maddie Basso doesn't muck around. So much so that in just three months, Basso went from being a London-based senior sales manager to single-handedly launching Captify's first APAC office. And it's not surprising to see why.

In her first media job, Basso quickly became known as the 'firefighter' due to her unyielding efforts to break into reluctant agencies and unlock new global brands, such as BMW, Diageo, and the budding start-up known as the UK Government.

Upon moving to Captify, Basso used her go-getter spirit to launch the company's first programmatic product in a deal with another humble start-up in Adidas.

However, Basso couldn't shake her Antipodean background and moved back to Australia, but not before being pulled into an abrupt meeting where her Captify boss suddenly told her she would be opening the company's first APAC office.

"Jack of all trades' would be an understatement."

Basso responded, in true 'firefighter' fashion, "I have no idea what I'm doing, but I'll make it work".

In her second year since launching the APAC offices, the salesperson/ client manager/commercial lead/occasional trader would achieve a whopping 473 per cent YOY growth, during a global pandemic no less.

"Jack of all trades' would be an understatement," says Basso.

With the self-described spirit of an "overly excited Labrador puppy", Basso eschewed the imposter syndrome she first felt when starting in Australia and has since embraced a certain light-hearted stoicism and determination.

"Whatever it is, we will make it work," goes Basso's personal mantra. "If we can't, we turn it into a joke, laugh it off, learn from it and move on."

WINNER





Kim Dao

Yahoo

Contrary to her success at this year's Awards, Yahoo's Kim Dao is all about the small wins. For this sales manager, success doesn't come from learning the alphabet backwards or being able to recite poetry. Rather, it is achieved through gradually increasing effort and enthusiasm.

Dao has seen this both during her time as a volunteer English teacher in rural Thailand and in her current day-to-day role, where she sees brands warming up to innovative new solutions and positive feedback sprinkled in emails.

However, Dao's initial "small win" presented itself all the way back in 2014 when, as a fresh uni student, she attended a MediaCom information and networking event. She was hooked straight away.

"To handle myself I've built confidence and credibility amongst peers by staying updated with industry developments."

Three years and four internships later, Dao scored her first gig as a search marketing specialist with Resolution Media. It was here she learned the ins and outs of digital marketing while juggling more than 15 brands, from florists to airlines.

In her current role as sales manager at Yahoo, Dao always makes sure she takes the time to upskill fellow colleagues.

"To handle myself I've built confidence and credibility amongst peers by staying updated with industry developments," she says.

"To handle others, I practice empathy and inspire action. Looking at impactful leaders, what stands out most is their initiative and ability to just be human. No fancy qualifications or rules, just empathy, collaboration, and belief in my growth."

While Dao admits she isn't perfect, her learning experiences from Thailand to Yahoo have taught her one valuable lesson: "Embrace success in whatever fluid form it comes in."



WINNER





Chloe Fitzgerald

Cox Inall Change

Chloe Fitzgerald's eagerly anticipated 2020 plans to fly over to industry hotspot London were thwarted by an unfortunate once-in-one-hundred-year event. But that didn't stop this PR pro from always embracing the silver lining.

Amid a year of lockdowns and capacity limits, Fitzgerald began her master of business /non-profit studies and philanthropy, with ambitions to build a niche for herself as a specialist in communication for good.

The payoff was considerable, to say the least. Last year, Fitzgerald joined Cox Inall Dentsu, and within three months was promoted to account director for her exceptional work leading the Australian Government's Department of Health's COVID-19 Vaccine Communication campaign.

"Great leadership is not only determined by personal success or achievements."

"Great leadership is not only determined by personal success or achievements – outstanding leaders have a strong sense of mission and purpose, providing a clear compass to successfully guide them and their team now, and well into the future," she says.

For Fitzgerald, it's this "infectious" sense of purpose and passion setting her apart as a future leader in PR.

"It's how I know that next week, and the year after that, and the decade after that, I will continue to get out of bed excited to work on campaigns that have an effective impact on the communities in which we live," she says.

So, what does success represent to this PR young gun?

"It is that feeling of satisfaction when my head hits the pillow after putting 100 per cent into a not-for-profit client or behaviour change project that is helping to drive positive impact and change within our own communities."

WINNER



Brittney Rigby

DDB Group Australia

From a student newspaper to a start-up law firm to a freelance journo gig, the path to advertising was a windy one for DDB Group's Brittney Rigby.

After two years as a full-time senior reporter covering adland's biggest topics, as well as building her own byline and relationships, Rigby would finally find her gateway into the industry as head of communications and new business across DDB Group Australia.

It's been barely a year since Rigby started her new role, and she's already found success supercharging DDB's communications strategy, and growing coverage by 39 percent year-on-year. But Rigby isn't just about the numbers.

"In every position, I've advocated for change and haven't shied away from difficult conversations," she says. "That's because I want to be a leader who's action-oriented, curious, and courageous, even when it's uncomfortable."

"In every position, I've advocated for change and haven't shied away from difficult conversations."

Since joining DDB, Rigby has allowed curiosity to lead her. With DDBers living by four freedoms, the young wordsmith has become guided by the freedom from fear and the freedom to fail.

Always willing to try new things, Rigby hosts two different podcasts, featuring interviews with prominent industry figures and dissecting pressing issues seldom discussed in adland, such as D&I, mental health, diversity, Indigenous representation, and why people aren't joining the industry at all.

Considering this, Rigby lives and works by exceeding expectations, making an impact, and doing good work alongside good people. She also values a healthy work-life balance as a means of success, using her spare time to regularly freelance for *The Guardian* and contribute to the Mentally Healthy Change Group.

WINNER



Dede Stewart

Clear Hayes Consulting

Dede Stewart knows how to leave her mark and has the track record to show it. Everywhere she's worked, whether it be Clear Hayes, Bold Media, or Camphin Boston, she's made a "5'11" Dede-shaped impact." That's how she's snagged a

win in this year's 30 Under 30 awards.

But she wasn't always striving for a career in communications. Stewart began as an accountant, working in tax returns, but the creative part of her brain was starting to take over.

She's risen the ranks and overseen all communications for Yahoo across Australia and New Zealand, including one rebrand.

But it isn't just what she's done that's won her the big awards. Stewart's thinking is futuristic and her strong beliefs about bravery in the industry are what sets her apart from the rest.

"The majority of people I've met in this industry want to do the right thing and use their privileged position to positively impact society and the planet."

"Bravery," Stewart said. "I'm not talking about the performative type where companies think that posting a black tile on LinkedIn in support of Black Lives Matter is 'brave'."

"I'm talking about standing up and showing courage to actually make a difference. There's so many things that need to be improved in our industry and the only way it will happen is if we show some valour."

She's got big ideas for the industry and big plans to implement them.

"The majority of people I've met in this industry want to do the right thing and use their privileged position to positively impact society and the planet," Stewart said.

"The way to do it? Be a bit more brave."

WINNER

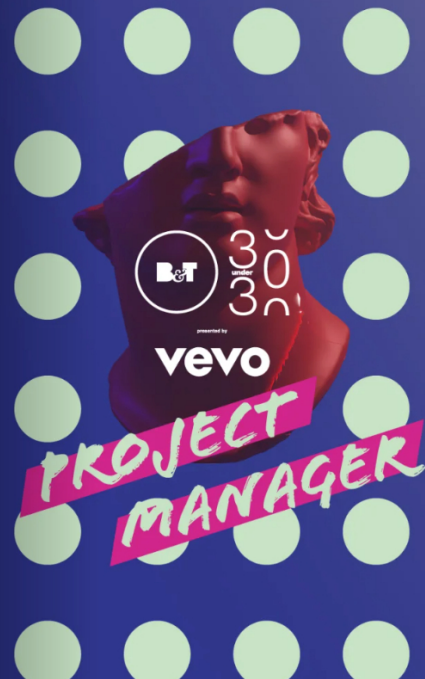


Elyssia Antonatos

Cheil

Elyssia Antonatos is a well-travelled senior project manager at Cheil who spent some of her uni years in Milan and her early career at a boutique interior design firm. Here, she had a stint in Singapore and then moved on to a Malaysian retail conglomerate where she discovered her passion for project management.

Now at Cheil, she is the primary project manager for the agency's client Samsung. The company's fixtures have won awards and this year Antonatos wants to complete her PMP certification.



Antonatos embraces the future of work full-heartedly.

"It's been said that people of my generation will have many more job changes and industry changes than the generation before us," Antonatos said.

"It's been said that people of my generation will have many more job changes and industry changes than the generation before us."

"I believe the power of this newfound flexibility and shifting attitudes towards work will result in a more collaborative environment within different industries and an increase in people with a more diverse skillset than ever before."

It's her experience working in multiple fields that made her a strong believer in a multidisciplinary approach to projects to see how varying points of view on projects can come up with better solutions.

She's also a bastion of diversity in the workplace, citing her experience in the male-dominated construction industry where she believes apprenticeships and trade programs should be more inclusive to women. She only worked in construction through design and believes that if there were female role models in this field she may have chosen to work there from an earlier age.



Kirsty Judges

The Works

Kirsty Judges is a killer young project manager at The Works who credits her success to maintaining her work-life balance. She knows the value of hard work, but it can't dominate her life if she wants to achieve success.

"The concept of work-life balance isn't new, but unfortunately our industry is full of stereotypes and tales of yesteryear that suggest agency life should look more like an episode of *Mad Men* than a positive, healthy work environment," Judges said.

She says that Aussies work some of the longest hours in the developed world, with three-quarters of advertising employees experiencing burnout due to long hours and stress.

"We need a new model that puts people at the heart of what we do," Judges said.

"Because as David Ogilvy famously said 'All of our assets go down the elevator at 5:00 o'clock.' If our home, body and personal life are happy and healthy, you can handle more and do better."

“We need a new model that puts people at the heart of what we do.”

But it's not just enough to do more and do better for Judges, she's passionate about creating a more diverse workplace where female voices can thrive and she was nominated as an International Women's Day Champion by her parent company.

Judge has been facilitating an internship at The Works where she helps young up and comers find their way within the workforce. She mentored a receptionist to a position in project management over 12 months and was proud of how she's contributing to her industry.



Soujanya Datta

Finder

Originally hailing from Calcutta, Soujanya Datta is a senior producer at Finder with an appetite for winning. She tackles problems, brainstorms ideas, and has a wealth of experience under her belt to show her abilities.

For Datta, the ever-changing world of work is just another opportunity for her to seize.

“I strongly believe in #techforgood,” Datta said.

“Last year during the pandemic, I led Finder's involvement in an initiative called 'Aussie Tech for India' in partnership with MOFA where we raised more than \$2 million, served more than 9000 COVID patients and delivered 881 units of oxygen concentrators and ventilators to 79 districts in India.”

But it's not just what she's done that matters for Datta, because she's set on a diverse workplace that sees more people like her in higher places.

“The FinTech industry is not going to change overnight.”

She cites her experience of being rejected by recruiters for “not being culturally fit for the company,” as a practice that discourages cultural diversity in workplaces and is intent on changing that.

“The FinTech industry is not going to change overnight,” Datta said.

“Women of colour are more than a checkbox to tick in an organisation.

“For me, success is when we see more women of colour in the C-suite.

“Success is when we see companies putting an end to automatic racism

Success is when we see companies putting an end to systematic racism.

"Success is when we stop hearing comments like, 'Where are you actually from?'."

"Success is when we start respecting different races, gender and heritage."

"Success is when talent trumps all unconscious biases."

CONGRATS

to B&T's 30 Under 30 winners!



WINNER



Camille Gray

Initiative

Camille Gray from Initiative may strike some as a bit of an odd cookie, after all, she did miss the first three years of Friday night drinks to coach debating, but that's worked to her advantage. This strategy director has a keen eye for

nuance and a deep understanding of the industry she works in, citing massive amounts of praise and recognition from her superiors.

With a series of awards under her belt and an inquisitive mind that has been described as "one of the most curious I have ever come across," Gray has big plans for the advertising world.

She wants the industry to promote loyalty over the culture of leapfrogging that has become all too prevalent.

"The status quo is flawed. If you're passionate about your role (as I was), you're left with only one option - leapfrog to another agency for a salary upgrade and a new title."

"The status quo is flawed. If you're passionate about your role (as I was), you're left with only one option - leapfrog to another agency for a salary upgrade and a new title," Gray said.

"The result? Unqualified juniors end up in 'senior' roles they're not capable of, churn rates continue to hover at 30 per cent and the hard-working, talented, creative kids are left disempowered and questioning the industry altogether."

While loyalty is so important to Gray, so is the role of debate in society. In a world driven by 'hot takes' and political division, she believes that many are losing their ability to empathise with those who do not share their opinions, something paramount for the media world. Through this, Gray wants to continue her contribution to making the media a better workspace.

WINNER



Charlotte Goodsir

The Monkeys part of Accenture Interactive

Charlotte Goodsir was going to be a lawyer. She was *Legally Blonde*-ed but quickly learned law isn't as cool as the film suggests. She started in advertising by mistake, when someone said she couldn't get into AWARD School - "what, like it's hard?" - so she did.

From there, she rebounded into accounts through the Clemenger grad program, into creative at Traffik, before catapulting into strategy at The Monkeys.

Her experience in creative and accounts has given her a unique skill set and understanding of the industry, allowing her to work not only strategically but as a hybrid for creative and suits alike.

She initiated an agency-wide shift leading clients to create ideas born out of

She joined an agency and saw training clients to create their own content on social, no easy shift for an agency known for its impressive TV work. What distinguishes Goodsir is her relentless commitment to making the industry a better place to work, driven by her lived experience.

“What distinguishes Goodsir is her relentless commitment to making the industry a better place to work, driven by her lived experience.”

Within The Monkeys, she has mentored young people getting into advertising through Miami Ad School as well as interns from CareerTrackers, an indigenous internship program. She also runs the social committee activities within The Monkeys, ensuring everyone has a work/life balance.

Goodsir has been the strategic driving force behind some of the industry's most viral campaigns. Most recently, For International Day of the Girl, she played an essential role in #EmpowerMoves, a campaign that taught girls critical self-defence moves hidden in a TikTok dance. The campaign reached almost 60 million unique users and performed 64 per cent above the benchmark.

There is no doubt that Goodsir is a brilliant force to be reckoned with within our industry.

WINNER



Joshua Green

Spark Foundry

Joshua Green hasn't had an expected career path for someone who left university with 10 years of classical ballet training and a double major in art history and media communications under his belt.

His career in advertising started at Clemenger BBDO moving his way up to account executive before heading over to ThinkerBell and eventually ending up at Spark Foundry as an associate strategy director.

He has worked for the best and is known for his unstoppable drive. Green's work always represents quality and creativity. Interestingly, while many of us were floundering during the pandemic, Green was creating his best work.

“Green's work always represents quality and creativity.”

He delivered 30-plus strategic responses for eight brands across three categories, trained 40 Spark employees ('Sparkies') on behavioural economics and delivered 100+ presentations to clients. He has been a key player in the industry's most innovative and creative campaigns.

and how to apply it, and even developed a bespoke strategic model for Westpac Banking Group.

Green is also a founding member of the Media Federation of Australia Diversity, Equity and Inclusion Advisory Council and has mentored with Out For Australia - an organisation focused on connecting LGBTQIA+ aspiring professionals with mentors in their industry. He has also played a foundational role in the launch of Shequal - an industry-wide gender equality initiative.

Green is driven by creating meaningful relationships and meaningful work, he wants to help make the industry more diverse, and he is already succeeding.



Daniel Lakajev

The Trade Desk

Dan Lakajev began his career as an entrepreneur, founding and running Little Box Coffee. Running his own café allowed him to hone his interpersonal skills, business mindset and understanding of consumer behaviour.

Looking for his next adventure, he accepted an internship at the *Huffington Post* to learn the ropes and then headfirst into an adtech career. In 2017, he joined Publifit as an account manager and, after 12 months, was promoted to head of supply.

Lakajev has earned several successive promotions since joining The Trade Desk (TTD) in 2019. In early 2021, he was promoted to senior account manager. His talent has again been recognised by being selected to transfer to the TTD LA office.

"Lakajev is known for his thoughtful approach to his work; he strives to always listen before advising anyone and believes firmly in leading by example."

Career highlights for Lakajev include 97 per cent growth across accounts in 2020 to 2021 and executing custom solutions in partnership with UM for the state Government's COVID-19 exposure location data. The result was 95 per cent of impressions reaching high concern exposure locations.

If that isn't impressive enough, he also is a guest lecturer at Macquarie University and runs external workshops to educate the industry on the programmatic landscape.

Lakajev is known for his thoughtful approach to his work; he strives to always listen before advising anyone and believes firmly in leading by example. He is



constantly pushing for a more diverse industry and giving back. He is someone that creates quality work and pushes for real change.

WINNER



Emmalee Fagerstrom

Yahoo

Emmalee Fagerstrom is a senior data strategist at Yahoo. She's known for her passion and high-quality work, constantly kicking goals and pushing for a more inclusive industry. Fagerstrom believes that tech opens doors to insights, efficiencies and revenues for businesses.

However, she's most proud of when she's used tech for good. Fagerstrom has had plenty of career highlights, including Expanded Near partnership to APAC after hitting 215 per cent to initial contract targets in Australia and building an online data hub from scratch in less than 90 days, consolidating all data sales operations and resources into one point. The broader APAC market later adopted this resource hub as a best-in-class resource product.

She still cites becoming UnLtd Ambassador For Good in 2021 as her most significant achievement to date. During the Ambassador For Good program, she relished using her technical skills for good.

"Success to Fagerstrom is rallying others together for a good cause."

The Musicians Making A Difference initiative delivered 13,000 unique visitors to the charity's website, onboarded 10 new sponsors and raised \$1,330. It's the kind of work that Fagerstrom sees in her future. She wants to continue to create meaningful work.

Success to Fagerstrom is rallying others together for a good cause. It's the ability to share your passion with your network and drum up support for charities that desperately need it. This is vital in our industry as we have the quality and quantity of people who want to give back and want to become involved, and Fagerstrom is prepared to rally them!

WINNER





Katie Skelly

Eucalyptus

Katie Skelly is a content designer for Eucalyptus and began her career as a content producer for Are Media.

After several years and a few thousand stories in media, she moved industries to develop and contribute to the content strategies for two of Australia's biggest start-ups — REA Group and Zip, the latter of which Skelly was the first-ever content representative in the growth marketing team.

Her experience in media has underpinned her career in tech. She knows what it's like to hold important conversations in the digital landscape, and how it feels to tell significant stories and carry the responsibility to shed light on world and cultural issues.

"Skelly is the queen of pivoting and everything she touches turns to magic."

In her current role, she has the same responsibilities of storytelling, only the work she contributes helps people make more informed choices around their health, ultimately helping real Australians find healthcare solutions that enrich their lives; solutions that help them live happier and longer.

Currently, she's in a very small cohort of content designers in Australia. The profession itself is only around five years old, and though it's an emerging discipline in Australia, the value of content design is tremendous. Since joining, she has directly seen the impacts of implementing a content design strategy the company can follow.

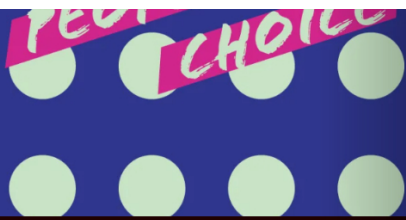
Now, she hopes to give back by playing a large role in helping to validate this profession for all businesses and usher in a new cohort of content designers.

Eucalyptus is breaking new ground in the health tech space in Australia, and Katie is at the razor's edge.



WINNER





Onam Khatri

OMD Australia

It was OMD's Onam Khatri first and proverbial daylight second in this year's People's Choice vote.

Pulling a staggering 33,000 votes, it's clear Khatri has some serious respect (and a serious lot of friends) in Australia's adland.

Originally from India, Khatri moved to Australia in 2014 to study a post-grad degree in marketing before taking up roles at iProspect, Resolution Digital and current employer, OMD.

A self-confessed technology buff, Khatri says that digital fluency is a must for adland's future leaders.

"The world is more connected than ever, and we are beginning to see the evolution of the next phase of the internet."

"The world is more connected than ever, and we are beginning to see the evolution of the next phase of the internet," Khatri says. "Given my digital marketing expertise, I believe I have a responsibility to take everyone around me including my agency, clients, and peers on this new and exciting journey!"

Khatri is a big fan of American writer William Gibson and his idea that "The future is already here, it's just not very evenly distributed".

She adds: "We need to shift our perception and lead not only in our industry but also in our communities. With easy access to all digital tools, digital marketing leaders need to create an innovative solution that doesn't exclusively solve problems for large corporations but also helps small local businesses maintain continuity and minimise disruptions.

"My goal is to work with my agency and tech partners to create a hub that includes guides, tips, training, and resources for all digital media channels that SMBs can access for free. My ambition is that this idea will grow gradually where more industry partners will come together and donate their time and specialism to create a DIY marketing model that will assist local SMBs," she says.

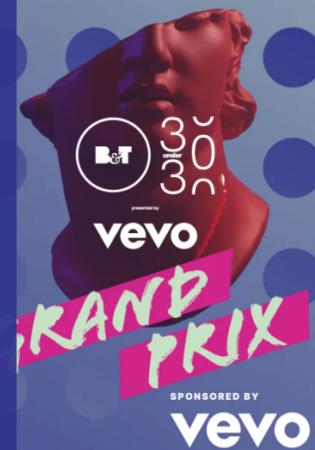
**Congrats to all the
B&T 30 Under 30
Winners and
Nominees.**



Adele
Easy On Me

Music Television Like It Was Meant To Be

vevo



Danielle Galipienzo

Initiative

Initiative's Danielle Galipienzo has been voted this year's 30 Under 30 Grand Prix winner!

A very worthy winner, Galipienzo is not only passionate about the industry in which she works, but the people in it, too.

Galipienzo helped reimagine Initiative's pitch process which led the agency achieving a 92 per cent new business success rate.

Helping to build Initiative's Care Committee, Galipienzo worked with the agency's senior leadership to develop effective well-being and mental health support programs for its people.

Galipienzo's resume also boasts her MFA industry membership, board member of IPG's Women Leadership Network, a mentor to over a dozen staff, NGEN member and speaker and, to top it all off, has recently helped raise almost \$6 million for HeartKids and Gotcha4Life.

"Awareness and visibility alone doesn't affect the core issue, a change of behaviour is what we need."

Galipienzo is passionate about mental health, particularly the alarming rates of depression among adland staffers.

"Yet, more than half of our industry believe current initiatives are not fully equipped to handle this need for support," Galipienzo says of the problem.

"Awareness and visibility alone doesn't affect the core issue, a change of behaviour is what we need," she says.

Galipienzo's ultimate aim is to have the majority of the industry trained in mental health first aid to effectively identify people experiencing mental health struggles while developing personalised mindset coaching solutions to promote mental fitness and lifestyle choices and help support

mental fitness and its link to driving valuable output.

“The fight in me doesn’t stop here. I will continue restlessly paving the way for future change. That is the purpose and contribution I give to this industry,” our worthy Grand Prix winner reveals.



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