



OUR TOP 10 CONSULTANTS! B&T'S BEST OF THE BEST PRESENTED BY FINECAST, PART OF GROUPM NEXUS



WHERE WOULD OUR INDUSTRY BE WITHOUT THE EXPERT STRATEGISTS WHO DEDICATE THEIR DRIVE AND FERVOUR TO STAYING AHEAD OF ITS EVER-EVOLVING LANDSCAPE?

Industry consultants offer us their time, intuition and well-earned understanding of local and global media machinations. They provide professionals and brands of all walks the mentorship and guidance we need to consolidate even our most untamed efforts and turn them into successful executions.

Ultimately, they help us to achieve the greatest of outcomes we aspire to.

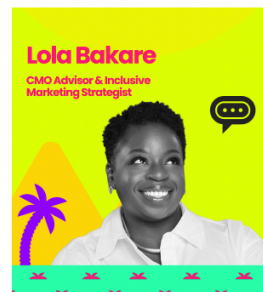
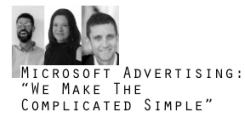
ADVERTISING

That is precisely why these multi-talented and visionary thinkers deserve our utmost recognition. Without further ado, here are B&T's Top 10 Best of the Best industry consultants, presented by Finecast, part of GroupM Nexus:

10) Chris Savage



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10) Chris Savage

Business Growth Specialist, The Savage Company

Chris Savage is credited in the industry as a thought leader and authority on growth, garnered through a solid scoreboard of successes across APAC. Specialising in business growth, reputation management, marketing, and brand communications, Savage is known for his inspiring leadership, helping businesses and individuals achieve differentiation and momentum. Savage also founded Savage & Horrigan, a leading financial PR firm, and helped grow Ogilvy PR into one of Australia's largest and most profitable PR groups. As a board director and chairman, Savage continues to oversee a large and diverse portfolio of businesses specialising a variety of verticals including digital communications, design, and branding.

9) Graham Webster

CEO, Enth Degree Pty Ltd

With a background as director in acclaimed agencies like Lintas (now Lowe) and Young and Rubicam, and a lifelong passion to refine his advertising expertise, Graham Webster is well renowned as an advertising media value, service and organisational specialist. As the CEO of Enth Degree, Webster brings to his clients a meticulous approach, involving forensic reviews of their output, encompassing strategy, planning, buying, reporting, and account service.

8) Greg "Sparrow" Graham

Founder, The Nest Consultancy

With over 40 years of experience in the media and marketing industry, Sparrow is no stranger to our industry, having been recognised with an extensive catalogue of achievements, including our very own Best of the Best Lifetime Achievement award. With a global background in leadership roles, the familiar face is well-regarded for combining innovative thinking with a passion for nurturing and developing talent. As a qualified coach and renowned pitch doctor, Sparrow brings world-class credentials to his own The Nest Consultancy.

7) The Leach Partnership: William Leach (Owner) & Sangeeta Leach (Founding Director)

Sangeeta Leach and Will Leach spearhead The Leach Partnership, a trusted value-building consultancy. As ex planning director of Patts and ex CEO of Saatchi & Saatchi respectively, the Leaches make a complementary team who address all aspects of business strategy and planning through their shared enterprise. The duo bring together their unique backgrounds and cross-continental experience to offer their clients a deep understanding of creative businesses, offering Experienced hands-on help at management level, as well as innovative programs like their "unstuck sessions" aimed at helping agencies gain clarity and achieve their breakthrough moment.

6) Julia Vargiu

Director, Australia, SI Partners Global

Julia Vargiu's broad background in advertising and marketing communications, combined with her decades of experience, make her a sought-after consultant in marketing and agencyland. An internationally regarded business-growth consultant, keynote speaker and mentor, Vargiu advises agency CEOs and their teams worldwide on winning business without relying on pitches. As creator of New Business Methodology, New Business Mastery™ and Stakeholder Mastery™, she has been instilling commercial rigour in agencies and advising marketers on influencing stakeholders. With a vast expertise and wealth of global industry data, Vargiu is renowned for transforming her agencies' abilities to achieve fast-paced, profitable growth.

5) Navigare: Jeff Estok (Managing Partner) & Cam Carter (Founding Partner)

Jeff Estok and Cam Carter are the driving forces behind Navigare, a pioneering company that revolutionised the client-agency engagement category when it was founded in 1996. With a shared vision of helping marketers and agencies achieve peak performance, they have distinguished themselves as pioneering figures of adland consultancy. Together, they lead Navigare in delivering forward-focused solutions, driving structural, behavioural, and performance changes to optimise outcomes for their clients. With a commitment to independence, impartiality, and integrity, Estok and Carter have delivered the industry decades of excellence in alignment, assurance, and advisory services.

4) Jen Davidson

Managing Partner, Tumbleturn Media

Media maestro Jen Davidson is a respected authority who has earned her consultancy stripes through a career in the marketing industry spanning over 30 years. With experience across client, agency, and media publishing, Davidson has held senior roles at the McCann Group of Companies, serving clients such as Microsoft and Coca-Cola South Pacific. Transitioning to the client side, Davidson was also stationed as the general manager of media, social and PR for CommBank. For the last seven years, Davidson has been bringing her wealth of expertise to Tumbleturn Media as MP, helping her clients navigate today's complex media and data landscape.

3) Mark Buckman

Chairman, OzTAM Pty Ltd

Mark Buckman has carved a name for himself in the field thanks to his expertise in driving rapid and transformative change. With over 30 years of business experience, he has played a pivotal role in shaping renowned global brands and leading the transformation of major Australian companies. With a global reputation spanning Australia, Europe, and North America, he brings a unique blend of creativity, discipline, and business acumen. Buckman has been recognised as Marketer of the Year three times and featured in Forbes magazine's list of the World's Most Influential CMOs.



2) Sunita Gloster

Director, GLOSTER ADVISORY

Highly accomplished is an understatement for Sunita Gloster, whose formidable trove of accolades comes from over 30 years of experience in CEO and C-suite roles in the professional services sector. She brings to her practise an exceptional focus on customer-led growth, media, and digital investment. Her extensive board and governance experience spans listed companies, private companies, and not-for-profit entities, holding key positions as a non-executive director for Maurice Blackburn Lawyers and the UN Global Compact Network Australia. Gloster has been recognised globally for her leadership in media and marketing and is a Member of the Order of Australia.

1) Darren Woolley

Founder & Global CEO, Trinity P3

Back in 2000 Darren Woolley founded the independent company, TrinityP3 Global Marketing Management Consultants, to help organisations achieve their maximum marketing output potential. After 15 years in advertising, Woolley leveraged his background as a scientist turned copywriter turned creative director to realise the potential of company growth achieved through true innovation. Today, TrinityP3 offers global solutions and local expertise in Sydney, Singapore, London, and New York; a feat worthy of top spot on the list.

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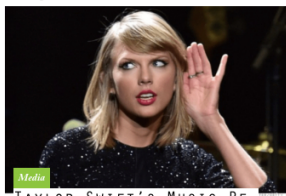
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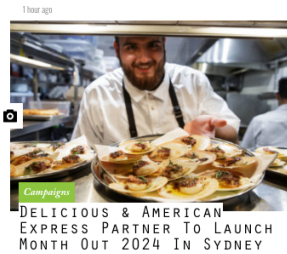
Sunita Gloster AM
Non-Executive Director
Maurice Blackburn Lawyers
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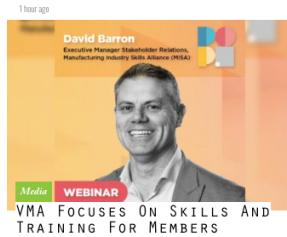
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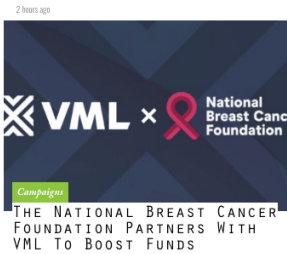
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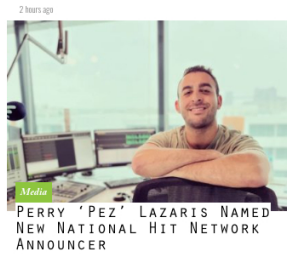
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CEO
Dentsu Creative
Australia & New Zealand



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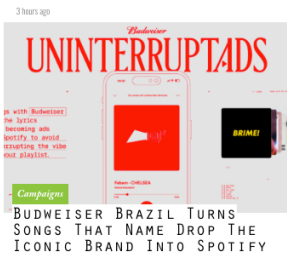
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Campaigns

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Richard Roxburgh
Actor, Writer and Producer

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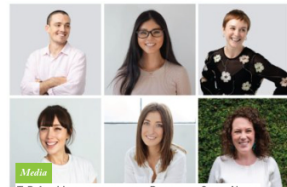
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