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## CONNECT YOUR BRAND WITH 5.3 MILLION\* HIGHLY ENGAGED TRAVEL INTENDERS

News Corp Australia

\*Source: emma™ conducted by Ipsos, 12 months ending September 2020. Fused Nielsen Digital Panel calibrated to Digital Content Ratings, September 2020. All pages 14+

NEWS

## Mumbrella announces regular columnists: Alison Tilling, Darren Woolley, Melissa Hopkins, Ben Shepherd and Diana Di Cecco

February 24, 2021 6:50  
by MUMBRELLA TEAM



Mumbrella will run a series of regular columns from industry leaders across a variety of sectors.



Mumbrella has announced a group of regular columnists

VMLY&R chief strategy officer Alison Tilling, Optus CMO Melissa Hopkins, 8-Star Energy CMO Diana Di Cecco, Thinkerbell general manager Ben Shepherd and Trinity P3 founder and global CEO Darren Woolley will all submit regular pieces on different industry interest areas.

Tilling will focus on taking a tricky, misunderstood or boring-sounding concept that actually matters in the industry and explore it in-full.

Woolley will look at modern marketing dilemmas, how to overcome them, and if they are even real dilemmas in the first place, while Shepherd will apply the 80/20 rule (the idea that 80% of value is achieved with the first 20% of effort) to marketing challenges and opportunities.

Meanwhile, Hopkins and Di Cecco will both provide a CMO perspective on some of the biggest industry issues on a rotating basis.

Columns will run fortnightly with the exception of Hopkins and Di Cecco who will each provide one on a monthly basis.

The first column runs today with Shepherd's take on TikTok, while Woolley's first column focusing on the fake dilemmas that plague marketing, featuring a cartoon by Dennis Flad, will drop tomorrow.

GOT A TIP?

topics 8 STAR ENERGY ALISON TILLING BEN SHEPHERD DARREN WOOLLEY DIANA DI CECCO MELISSA HOPKINS OPTUS THINKERBELL TRINITY P3 VMLY&R



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