



Managing Marketing: The Challenges of Managing a Modern Media Agency

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Managing Marketing is a podcast hosted by TrinityP3 Founder and Global CEO, [Darren Woolley](#). Each podcast is a conversation with a thought-leader, professional or practitioner of marketing and communications on the issues, insights and opportunities in the marketing management category. Ideal for marketers, advertisers, media and commercial communications professionals.

[Fiona Johnston](#) is the CEO of media agency UM Australia. She was also the CEO Magazine CEO of the Year 2019 Runner up, a qualified and experienced executive coach and a yoga coach. But since her second job in her career, she has been focused on her belief in working hard, being nice to people, play to win, have fun, and support and grow great talent. It is a belief and purpose that has led to achieving amazing results in everything she does.

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