

## Jury President Biography

Jury type: Branded Content & Entertainment  
Name: Anathea Ruys

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### **Biography:**

Anathea Ruys has been working in communications for over 20 years. She started as the editor of leading woman's magazine New Idea in both New Zealand and Australia before becoming Group Publisher for parent company Pacific Magazines.

Following that Anathea launched one of New Zealand's largest activation / content agencies, Spark Activate, which she ran for 10 years working with companies as diverse as Unilever, Chevron, Vodafone and Virgin. During her time in New Zealand, Anathea also established OMD's content division Fuse.

Following a return to Melbourne, Anathea was appointed Managing Director of advertising agency, CHE (part of the BBDO network). During her tenure CHE won the advertising contract for The Salvation Army and Anathea took a position on their Media and Marketing Committee advising the charity on its communications strategy – a position she held for over three years.

Following CHE Anathea was Managing Director of Mindshare's Melbourne operation for two and a half years, during which time the agency won NAB, Origin Energy and Nike.

In July 2014 Anathea re-joined Omnicom Media Group as Head of Fuse across Asia Pacific with the remit of helping brands connect in deeper ways with consumers using content in all its varied forms.