



LUKE MANDERSON Age: 29
 Head of client services,
 Lifestyle Channels, XYZnetworks

Lawyer-turned-media sales professional Luke Manderson launched his advertising career at subscription TV-sales house MCN in 2005. While Luke's career took a major sidestep when he moved from being a solicitor and into media, his passion for creativity – he worked as a freelance graphic designer throughout his business/law career – and his ability to think methodically have seen him successfully plan and execute myriad campaigns. Luke started at MCN as part of a strategic integration team on its music channels and later, presenting its LifeStyle and Discovery Networks. In 2008, he moved client-side as client services director of the LifeStyle Channel and Lifestyle Food Channel, and was then promoted to head of client services of the LifeStyle Channel. Despite the media sector being rocked by the global financial crisis last year, the LifeStyle group recorded year-on-year growth. Under Luke's leadership, the LifeStyle Channel has also awarded an ASTRA award for the past two years. Nicole Sheffield, general manager of LifeStyle Channels, applauds his achievements: "There is no question Luke has changed the landscape of client services and media integration in subscription TV in Australia. Under his leadership, the LifeStyle Channel group has experienced unprecedented revenue growth."



MATTHEW MCCANN Age: 27
 Director, Mindshare

Matt McCann rather logically started his career in the mail room at McCann Erickson; from there he has gone on to become the youngest director at Mindshare Australia ever. Not only this, but he has also been selected by Mindshare to join Group M leadership program Momentum, where he is again the youngest-ever participant.

His natural leadership abilities have seen him rise up the ranks. Under Matt's guidance the agency created a buying process for the Kimberly Clark business, which not only helped the client but was also a key driver of success in early 2010 for the agency. Alison Holland, head of marketing, Kimberly Clark, says: "Matt's natural ability to lead a team ensures we have the best talent working on our business and we see Matt as a valued extension of the marketing team". Praise indeed, and McCann's passion and dedication to the brands his team works for has seen them achieve high appraisal scores across the board.

The Mindshare director's leadership skill is reflected in the achievements of his team, which has won 13 individual Mindshare awards, and has a staff retention rate of 98% in an industry where loyalty can be extremely low.

And on top of all that, at just 27 McCann is already giving something back: he is actively involved with the Media Federation of Australia and its training initiatives.

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LACHLAN MCGRATH Age: 24
 Advertising manager, Telstra

At just 24-years-old, Lachlan McGrath has a CV bulging with the kind of experience most marketers 10 years his senior would envy. Having studied accountancy, McGrath took internships at Dell, ANZ and Unilever where he cut his teeth in the dual worlds of financial analysis and marketing. He then moved agency-side at Ogilvy where he soon became account manager on its American Express account. He then switched back to client-side, becoming senior marketing specialist at Telstra Business Advertising. Working within the ninthline Telstra system didn't daunt McGrath, who acted as an internal suit at the company before being appointed advertising manager of Telstra's brand, youth and corporate reputation. His firm grasp of marketing has helped him stand out from the pack of similarly aged marketers and, having successfully dealt with numerous agencies working on Telstra's brand, he was rewarded with a trip to Cannes after winning the 2010 AANA Australian Young Marketer of the Year award. Michael Walker, director of brand, advertising and digital at Telstra, says: "When I first met Lachlan I knew there was something unique about him. He displayed a passion and energy for any task given to him which I have not seen these days. Nothing was too hard, nothing was insurmountable and it is his discipline, energy and commitment that I truly believe will ensure that Lachlan will one day be running a global corporate."



ADAM PENBERTHY Age: 26
 Founder / MD, Fresh Advertising

Sometimes someone tells you a story in a way that there is no need to try and improve. So, in the words of Fresh Advertising staffer Aisha Glen here is the tale of Adam Penberthy's humble beginnings: "The year was 1997, the tech boom was well underway and whilst the boys at school were flipping burgers to make a bit of cash, 13

year old, Adam – a self confessed geek – had started a small computer business and was on his way to do big things. By the time he was 15, Adam had employed his first full time staff member to run the business... whilst he was at school. Fast forward a couple of years, with the computer shop taking over every second of Adam's social life, he sold the company.

"With a uni degree, a five year stint working in a management role with Optus, and myriad other small endeavours under his belt Adam founded Fresh – a youth advertising agency based in Brisbane. Starting from humble beginnings and working from an office adjacent to Adam's bed, now four years on Fresh has grown into a leading creative hub."

Based in Fortitude Valley, Queensland, Adam Penberthy has already worked with high-profile clients including: key Queensland Government departments, and non-government brands including AOT Holidays, Hell Pizza, QUT, Griffith University, Bond University, Raine and Horne, and many others. His rise up the marketing communications ranks is an admirable testament to his business acumen.