



WFA announces new look leadership team

Representatives from Coca-Cola, GAM, General Mills, Kraft, Tata Group, UCB and Unilever join executive committee

New York, March 15: The World Federation of Advertisers has strengthened its governing body with the appointment of seven new members to its executive committee.

The executive committee oversees and guides the WFA's global strategy and the new appointments will strengthen the organisation's footprint in some key developing markets, particularly in Morocco and India.

The appointments were made on March 13 in New York as part of the WFA's Global Marketer Week, which also included the [Global Marketing Conference](#), co-hosted by the WFA and its US member, the Association of National Advertisers.

The new executive committee members, who have been elected for a two-year term, are:

Khoso Baluch, Senior Vice-President and Chief Marketing Officer, UBC

Harish Bhat, Tata Group

Sarah Delea, Director, Global Public Policy and Health and Wellness, Kraft Foods

Salvatore Gabola, European Public Affairs, The Coca-Cola Company

Mounir Jazouli, Vice President, Groupement des Annonceurs du Maroc (GAM)

Marc Mathieu, Senior Vice President, Marketing, Unilever

Mary Catherine Toker, Vice President, Government Relations, General Mills

Separately, the WFA membership has also re-elected Chris Burggraeve, Chief Marketing Officer, Anheuser-Busch InBev as President for a second one-year term. Stephen Kehoe, Head of International Corporate Relations at Visa, has also been re-elected as Deputy President.

A full list of WFA executive committee members can be found [here](#).

"I'm delighted to welcome the new members to our Executive Committee. These appointments will continue to strengthen the global diversity of our organisation and underline our commitment to increasing investment into emerging markets and regions. WFA initiatives in these area also reflect moves being made by many global marketers in looking to emerging markets for growth," said Stephan Loerke, Managing Director of the World Federation of Advertisers.

For more information please contact

Alastair Ray

+44 (0)1600 713 987

+44 (0)7941 428 243

Alastair@raymedia.biz

Note for editors:

The World Federation of Advertisers (WFA) is the only global organization representing the common interests of marketers. It brings together the biggest markets and marketers worldwide, representing roughly 90% of global



marketing communications spend, almost US\$ 700 billion annually.

The WFA champions responsible and effective marketing communications worldwide. More information at www.wfanet.org