

## Brief Bio

John Poulakakis has spent 30 years building some of the most iconic brands in Australia including Target, Antz Pantz, Holeproof No Knickers, Lipton Tea, and the ANZ. Half of this time was spent with Australia's most renowned and awarded agency – The Campaign Palace, Melbourne.

As Managing Director of the Campaign Palace, John was also instrumental in some of Australia's most enduring campaigns including the highly successful "I'd like to see that" campaign for the Australian Football League (AFL) featuring super stars such as Shaquille O'Neill, Heather Lockyer and Carl Lewis.

In 1999 John started his own marketing consultancy with the aim of bringing strategic thinking to the business of sport, community and the arts. Consequently John became one of the architects of what is today known as the Hyundai A League.

In mid 2003 John was approached by M&C Saatchi to establish a second agency network in Melbourne. DNA was established in December 2003 with the \$30 million Medibank Private account as its foundation client.

In late 2008 John joined the Melbourne Football Club as its Chief Commercial Officer with the aim of re establishing 'the oldest football club in the world' to its former glory.

John enjoys the unique honour of being on the advisory board of AFLPA and Chairman of the PFA. As such John is also the PFA's representative on the AAA.