

Profile

Talent Management



RUSSEL HOWCROFT

Over a long career in media and marketing, Russel has been one of the most prominent voices on the cultural and economic importance of advertising, particularly through his role as a panellist on the ABC's Gruen program and host of ABC documentary *How Australia Got Its Mojo*.

Howcroft co-hosts *3AW Breakfast with Ross & Russel* – the #1 breakfast radio show in Melbourne. He is also engaging new audiences through his advertising podcast *AdMission* which he co-hosts with industry up-and-comer Freddie Young (co-founder, Good One), in partnership with *9Podcasts*. *AdMission* delves into untold stories behind the world's most talked-about

brands, as well as exploring the latest in advertising news, creative ideas and business.

Howcroft has held multiple senior roles across the industry having served as PwC's first Chief Creative Officer, Executive General Manager at Network 10, and CEO of one of Australia's leading agency groups, Y&R Brands – where he was also a member of the global management team. He is currently Partner & Brand Design Advisor at Tenet Advisory & Investments.

Russel has had board involvement at a number of prominent organisations and is currently serving as Chair of the Jim Stynes Foundation. Previous positions include the inaugural ThinkTV Chair, Australian Film Television and Radio School (AFTRS) Council Chair, AFI/AACTA board member, Screen Forever Advisory Board Member, Enero (ASX: EGG) board member and Advertising Federation of Australia Chair.

Howcroft has written or co-written three best-selling books, with his most recent book *Right Brain Workout II* currently published throughout the world. He is a founding partner and Brand Design Advisor at Sayers Group. He continues to be

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actively involved in the advertising industry via investments including marketing software platform Mutinex, and in particular, the young creative agency Good One.

In 2023, Russel was inducted to the Advertising Hall of Fame – recognising his long career and impactful role in shaping the industry.

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