celebrity speakers Presents...

Russel Howcroft

Media Host and Marketing Guru

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

His current roles include being a presenter on Melbourne's no.1 rated 3AW radio breakfast program, and the cofounder of The Grid Melbourne, a festival designed to bring entrepreneurs and innovators together. He has held multiple senior roles across the industry having served as PwC's first Chief Creative Officer (facilitating PwC's investment in Thinkerbell), Executive General Manager at Network 10, served as a board director on the ASX-listed Enero and as CEO of one of Australia's leading agency groups, Y&R Brands where he was also a member of the global management team.

Russel has also chaired or sat on the boards of a number of key advertising, film and television industry bodies including being the inaugural Chair of ThinkTV, Chair of the Council of the Australian Film Television and Radio School, the Australian Film Institute, the Screen Forever Advisory Board, the ASX listed, Enero and he Chaired the AFA.

He has written/co-written three best-selling books, with his most recent book Right Brain Workout II now being published throughout the world. He is a founding partner and Chief Creative Officer at Sayers Group. And he continues to be actively involved in the advertising industry, via investments – in particular – in the young agency, Good One.

Client testimonials

> " Russel was brilliant! He engaged really well with the audience and happily chatted with people after his presentation. He is an expert in his field and a genuinely lovely person. We received very positive feedback from our members about Russel and are very pleased with the event.

- Murray Business Network

> Russell is an absolute delight. He arrived early and mingled comfortably with the crowd both before and after his presentation. His presentation was first class and captivated his audience with stories from all aspects of his professional life. I very highly recommend Russell to any audience of any profession since he adds value to any event

- Pitcher Partners

VIEW SPEAKER'S BIO ONLINE