



Bates Ogilvy Appoints New Managing Director in Cambodia

[Phnom Penh: April 26, 2011] Ogilvy & Mather Asia Pacific announced today the appointment of Elaine Phoon to the role of managing director, Bates Ogilvy Cambodia, effective June 1 2011. Elaine takes over from Marianne Waller, who returns to her native Australia for several months to spend time with her family and pursue other opportunities. Marianne was CEO of Bates Ogilvy for three and a half years.

Prior to this appointment, Elaine was regional business director, MRM Worldwide. Elaine began her career in Singapore, working for agencies OgilvyOne, Wunderman, Profero and TBWA across a broad range of clients, which include: AMEX, SAP, CISCO, Microsoft, Daimler-Chrysler, Qatar Airlines and Johnson & Johnson.

On Elaine's appointment **John Goodman, Southeast Asia President of Ogilvy & Mather** said: "As the only international network with a Cambodian office, we are very proud of the success of our operation in Phnom Penh. Marianne has done a great job of developing the agency over the past few years. As she returns to her homeland we are pleased to welcome Elaine Phoon back to the Ogilvy family. Elaine will strengthen the strategic offering of the office as the market continues to evolve."

Bates Ogilvy is the leading strategic and creative agency in the country. "As marketing becomes increasingly cluttered, ad hoc opportunism is being replaced by serious clients who recognise the value of brand development with agency partners, Elaine's background of managing strategic direction for brands will raise the bar in this area," **added John Goodman.**

Elaine will continue to develop and strengthen agency relationships with data leading telco qb, Kingdom, the country's first premium beer as well as key NGO PSI partners and Unilever. With the economy now in full recovery from the set backs of the global recession and with growth in key sectors over the past months, the IMF have predicted the country's economic growth rate will expand by between 6 to 7 per cent in 2011.



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