

# Head of Agency Council: Brad Page



Brad Page has been working in the digital advertising industry since 2007 and most of his time has been spent at Ogilvy where he is currently a Managing Partner of the media division and serves on the management team.

He has been a member of the IAB Agency Council since 2015 and an IAB Bookmarks Awards judge in 2018.

Previously, after completing his BComm in Business Management, he'd assisted in taking a startup ad agency to acquisition (by Ogilvy) and a second business (Neo@Ogilvy) to double-digit mil in revenue inside 3 years.

He's equally experienced and at ease in working in start-up, mid-sized and big corporate environments.

He's a marketing strategist at heart and has played a leading role in successful strategies for brands such as: American Express, British Airways, Cell C, Cape Town Tourism, eBay, IBM, Sage, Sun International, Tencent and Viacom.

He is an identical twin, an avid trail runner and loves a good paperback book.

# IAB Agency Council team



Robyn Campbell  
MD at Hellocomputer



Niamh McLiam  
Principal Consultant  
at Angelfish Consulting



Lauren Foster  
MD at TMI



Antonio Petra  
Digital Marketing, Innovation,  
& Data Director at FCB



Karabo Songo  
Group CEO at HOB



Pete Case  
CCO at Ogilvy



Matthew Arnold  
Chief Engagement Officer  
at VML



Miles Murphy  
COO at Publicis Group



Brad Page  
Partner at Neo