
IAG appoints Brent Smart as Chief Marketing Officer

IAG has appointed global advertising leader Brent Smart to its newly established, group-wide chief marketing officer (CMO) role as the insurer sharpens its focus on customer engagement.

In his new position, Mr Smart will be responsible for the brand portfolio management and marketing strategy for IAG. The insurer's stable of brands includes NRMA Insurance, CGU, SGIO, SGIC and WFI in Australia, as well as NZI and AMI in New Zealand.

Mr Smart brings more than 20 years' creative, brand and content experience to IAG. He was CEO of Saatchi and Saatchi's global headquarters in New York from 2013 to late 2016, and worldwide managing director from 2011 to 2013.

Prior to Saatchi and Saatchi, Mr Smart held executive roles at global advertiser BBDO, as managing director of the agency's San Francisco office, following a four-year stint as managing director of Colenso BBDO in New Zealand.

He will join IAG's Customer Labs division in mid-February, reporting to Chief Customer Officer Julie Batch. The division is accountable for IAG's customer experience strategy, digital delivery, and driving data, product, pricing and marketing innovation, as well as new business incubation and venturing.

"Brent is recognised as a global creative leader and has delivered integrated marketing campaigns for some of the world's most iconic brands," Ms Batch said.

"He brings to the table significant customer and market insights, impressive campaign credentials, and extensive experience in fostering creativity in organisations.

"Brent's skill set will be instrumental in bringing to life our brand positioning and evolving how we engage with our customers in an increasingly digital world."

In the CMO role, Mr Smart will lead group-wide marketing activity including brand and portfolio strategy, media buying, direct digital media and search, marketing operations and marketing innovation.

"What excites me about this role is the opportunity to have a bigger influence on the entire customer experience, working with the impressive data and analytics capabilities IAG has to fuel creativity and innovation," Mr Smart said.

"I have worked with IAG twice during my career and I've seen first-hand they have a great culture and can do great work.

"I feel blessed to have spent 20 years in the ad business. Now I feel I can make a bigger difference in a CMO role, especially at a company like IAG that has big ambitions for its brands and what it delivers for its customers."

About IAG

IAG is the parent company of a general insurance group (the Group) with controlled operations in Australia, New Zealand, Thailand, Vietnam and Indonesia. The Group's businesses underwrite over \$11 billion of premium per annum, selling insurance under many leading brands, including: NRMA Insurance, CGU, SGIO, SGIC, Swann Insurance and WFI (Australia); NZI, State, AMI and Lumley Insurance (New Zealand); Safety and NZI (Thailand); AAA Assurance (Vietnam); and Asuransi Parolamas (Indonesia). IAG also has interests in general insurance joint ventures in Malaysia and India. For further information please visit www.iag.com.au.

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