

New Executive Committee for the Digital Media and Marketing Association

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Members of the Digital Media and Marketing Association (DMMA) voted for their new executive committee last week.

The nine member executive committee (Exco) will be chaired by Nikki Cockcroft (Primedia Online and Prezence Digital) who previously held the position of Deputy Chair. Karen Dempers (24.com) was voted in as the new Deputy Chair as well as Head of Marketing. Adrian Hewlett, the outgoing chair, stepped down from duty after three successful years at the helm. He will be available to the association in a non executive capacity going forward.

The DMMA 2011 Exco comprises thought leaders from a wide range of digital enterprises, including; publishers, media sales, creative and marketing agencies, and online reputation management consultancies. The committee also represents a good mix of old and new faces; Cockcroft, together with Karen Dempers, Pete Case (Gloo), Ben Wagner (Native) and Josh Adler (Prefix Technologies) all remain on the Exco, but will be joined by Andrea Mitchell (DigiVOX), Tim Shier (BrandsEye) and Gustav Goosen (The Spacestation).

Outgoing Exco members Andrew Lanning and Colin Daniels both stepped down after two years of solid service to the industry.

The 2011 DMMA executive committee is as follows:

Chair

Nikki Cockcroft

Deputy Chair

Karen Dempers

Head of Measurement

Tim Shier

Head of Monitoring

Gustav Goosen

Head of Marketing

Karen Dempers

Head of Research

Andrea Mitchell

Head of Agency Creative

Pete Case

Head of Agency Business

Ben Wagner

Head of Measurement Tender

Josh Adler

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