

CRA appoints Jo Dick to newly created role of Chief Commercial Officer

31 March 2021

Peak industry body Commercial Radio Australia (CRA) today announced the appointment of Jo Dick as chief commercial officer, commencing on 17 May.

The newly created role, reporting to the CEO, will be responsible for further developing and expanding the industry's commercial strategy to ensure radio, and its rapidly expanding digital audio ecosystem, is top of mind with key buyers and advertisers and to identify opportunities for radio in the growing audio landscape.

"Jo's extensive knowledge, experience and expertise in all facets of media plus her understanding of global and national media trends, make her the ideal appointment to help the industry continue to build the audio category in Australia, forge key industry relationships and to identify and take advantage of opportunities in an increasingly complex media landscape. We are very excited that she will be joining the team here at CRA," said Joan Warner, chief executive officer.

The primary focus of the new role is to set the direction for a differentiated value proposition for radio and audio, promote the benefits and effectiveness of radio and digital audio to advertisers and agencies, participate in the development of a number of major projects already underway such as automated buying, and build strategic partnerships to benefit the industry.

"Jo is a highly-respected leader with a proven track record of growing both knowledge and advertiser investment in audio and she will be a valuable addition to CRA and the radio business," said CRA chair Grant Blackley.

"It's an exciting era in our industry as the digital audio landscape grows at pace with countless creative opportunities for brands and addressable audiences at scale. Commercial radio has always worked closely with agencies and advertisers to help achieve their business outcomes, and the expanding advertising and revenue opportunities across not only broadcast but streaming, digital, DAB+, podcasting and voice, provide even more opportunity for strategic brand and industry partnerships."

Ms Dick has more than 25 years' experience in senior leadership roles in the media industry. She has been head of partnerships outdoor and audio for Omnicom Media Group (OMG) since December 2017. Prior to that she was head of radio, print, cinema and outdoor for Omnicom agency OMD and was also head of TV. She is currently Chair of the Outdoor Futures Council.

"I'm delighted to join the CRA team and contribute to the future growth and development of the radio and audio sector in Australia. The radio industry is undergoing enormous positive change and I am excited to join a sector that has embraced transformation and has positioned itself for current and future growth. I look forward to working collaboratively with the industry to develop audio opportunities for advertisers and provide strategic solutions," she said.

Peter Horgan, CEO of OMG Australia and New Zealand and chair of the MFA said: "Jo has been an incredible executive and colleague, she has led on industry issues across radio and OOH. We are very sad to see her go, but proud she will continue to drive an industry agenda at CRA."

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About Commercial Radio Australia

Commercial Radio Australia is the peak industry body representing the interests of commercial radio broadcasters throughout Australia. CRA manages industry codes and standards, regulatory and legislative matters, metropolitan and regional audience measurement surveys, revenue reporting, industry innovation including the automated trading platform RadioMatrix, RadioApp, the Australian Podcast Ranker, consumer research, marketing and industry training and development programs. CRA also hosts the Australian Commercial Radio Awards and the Siren Creative Awards.

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