

Notices of Motion

Agenda Item #8 – Appointment of Board Members

During the year the board filled two casual vacancies and now seeks approval for the appointment of these two board members

Motion 1: Moved that members approve the appointment of Leanne Too as a member of the Marketing Association Board.

Background:

Leanne Too was appointed to fill a casual Board vacancy in 2025. The motion is to approve Leanne's appointment as a Board member for a further three year term commencing 1 April 2026.

Leanne is a strategic and results-driven marketing and business leader with over 25 years' experience across the UK, Ireland, Europe, and New Zealand. Her passion lies in building brands that connect meaningfully with people, balancing creative innovation with commercial discipline to deliver sustained growth.

Currently, she leads the KFC brand in New Zealand, where she champions bold, culturally resonant campaigns that have earned global recognition.

As a board member of the Marketing Association, she is proud to support the future of marketing in Aotearoa - driving innovation, nurturing talent, and championing industry excellence.

Motion 2: Moved that members approve the appointment of Mike Asbridge as a member of the Marketing Association Board.

Background:

Mike Asbridge was appointed to fill a casual Board vacancy in 2025. The motion is to approve Mike's appointment as a Board member for a further three year term commencing 1 April 2026.

Mike is a member of the Chartered Institute of Management Accountants and Chief Financial Officer at MediaWorks

As a curious, customer focused finance leader, he loves talking to people, building relationships and getting involved with the businesses he serves.

Mike is passionate about building engaged teams who have fun, love coming to work, are curious and always learning while delivering results and getting things done!

Agenda item #9 – Life Membership Nomination

Motion 3: The Board of the Marketing Association moves that Jo Boerema-Barr be elected as a Life member of the Association in recognition of her outstanding service as former chair of the Board for 9 years from 2017-2025.

Background:

Jo has been passionate about delivering value to the MA members and championing the marketing discipline at the top table as a key success driver for NZ organisations. Under her leadership the Association grew to become an influential leader of marketing education and the recognised voice of marketers in NZ, with a thriving member base of over 7,500 businesses and marketing professionals, connecting and engaging with over 10,000 people every single week.