

**Lorette Nettar**

Lorette is the acting Communications Director of the Advertising Association. Her previous experience in the media industry includes Head of Corporate Communications at Bartle Bogle Hegarty for nine years, publicising iconic campaigns for Levi's, Boddingtons and Audi; and corporate relations strategies to launch the agency's first international offices in Singapore and New York – she was invited to join the Board in 1999.

Lorette followed this role with three and a half years at Grey London to promote the company's UK and international campaigns for clients such as Procter & Gamble, Mars and GSK; and worked with Grey EMEA to provide daily content (news, case studies, interviews), on behalf of Grey London, for a newly launched intranet system which was seen and used by Grey Global Group's 10,000 employees worldwide.