



**ANDREW ALLISON**

**CHIEF COMMERCIAL OFFICER  
RED & YELLOW CREATIVE SCHOOL OF BUSINESS**

Andrew is a previous Director, Treasurer and Head of Regulatory Affairs for the IAB SA and currently the Chief Commercial Officer of The Red & Yellow Creative School of Business, one of the foremost feeder tertiary institutions and provider of bursaries, learnerships and other Skills Development programmes for agencies and business within the MAC sector.

Andrew still works closely with the IAB and has been a fierce advocate for transformation in the sector, and for the MAC Charter, for many years. He is a respected expert in the sector on matters relating to transformation and BEE, regularly presents training on BEE and the Charter, and works with many of our constituent members on their BEE plans, especially with regards to Skills Development.

Andrew is also a director of the Advertising Regulatory Board, the self-regulation body for the MAC Sector, and so is uniquely well placed to represent the interests of the MAC Sector and to champion and advise on the aims of transformation across it.

He is an admitted attorney, a charter management accountant and an experienced business leader within our sector, and will be able to add further support to the Charter Council from a legal, governance and financial perspective.

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