



## **TRISH GUILFORD**

In an advertising career spanning 32 years, Trish Guilford has been fortunate to have worked in most of the top advertising and media agencies in Johannesburg in senior and management positions. She has handled the media strategy, buying and implementation for many blue-chip clients ranging from banks, casinos, Cellphone networks, medical aids and consumer goods through to the schools and SARS.

Trish currently holds the position of General Manager of the Out of Home Measurement Council (OMC) being responsible for overseeing the ROAD research as well as attracting and signing up new members. Her track record in the industry has assisted tremendously with growing the OMC membership base from 4 to 30 in just over two years.

Trish has served on the AMASA and AMF boards and has been actively involved in giving back to the industry by assisting with lecturing, coaching and growing new talent into the industry.

Trish's experience means that she also has a good understanding of marketing as both the media and marketing departments have to work together in order to ensure the success of any advertising campaign.

She is a great team player being able to work alongside peers and committees to achieve a common goal. The MAC Charter Council has a clearly defined goal which, to date, has not necessarily been as successful as the industry had hoped.

She is a keen photographer who enjoys the outdoors, nature, drawing, interior decorating, playing tennis and golf amongst other hobbies. She is a single mother of a teenage daughter and always puts her family first.