



8 January 2019

LISA RONSON APPOINTED CHIEF MARKETING OFFICER

Coles is pleased to announce the appointment of Lisa Ronson as Chief Marketing Officer, commencing on 1 May 2019.

Lisa is an award-winning marketing leader who joins Coles from Tourism Australia, where she has been Chief Marketing Officer for the past four years.

A strategic and commercial marketing executive, Lisa is highly creative and customer oriented, and has a track record of building strong consumer brands, leading high performing teams and growing retail sales and market share, including through a strong use of data to build customer insights.

Lisa was recently recognised as the number one Chief Marketing Officer in Australia, winning the 2018 AMI Special Award from the Australian Marketing Institute and also the 2018 Award from CMO Australia.

"I am confident Lisa's experience working across a number of sectors, businesses and geographies, including at Visa, Telstra, David Jones, Westpac and Tourism Australia, will be of immense benefit to our business and our objective to make life easier for our customers," said Coles CEO Steven Cain.

Lisa will report to Steven and join the Coles Group Executive Leadership Team. Her appointment brings female representation in the Executive Leadership Team to almost 40 per cent, including Chief Financial Officer Leah Weckert, Acting Chief Executive Liquor and Hotels Cathi Scarce, Chief People Officer Kris Webb and Company Secretary Daniella Pereira.

Steven thanked Chief Operating Officer Greg Davis for his leadership of the marketing function over the past year, including the opening of the first Coles Local store, the launch of the very successful Little Shop collectable promotion, the rollout of the Good Things Are Happening brand campaign and Coles' great Christmas campaign.

The Merchandise Business Unit, Store Development and Coles Brand teams will continue to report to Greg in his role of Chief Operating Officer.

For further information
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