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**24-25<sup>th</sup> November, 2010**  
**Sydney, Australia**

**Workshop Speaker – Building A Successful Social Media Platform**

**Available for Interview**

**John Broome - Head of Marketing Confectionery & Snacks, Nestle Australia.**



John has been with Nestle Australia for the past 4 years working across recognized brand leaders such as Kit Kat, Allens and Uncle Toby's.

Previous to Nestle John has worked directly in the UK, Australian, Canadian and US markets and has had broad exposure to Asian and European markets through global roles with Reckitt Benckiser.

Coupled with a strong understanding of brand marketing and consumer communication, he exhibits a strong commercial and cross functional awareness and works best when responsible for a p&l.

He takes pride in leading his team through empowerment and creating opportunities for personal growth.

For more information about attending iStrategy 2010, Sydney, visit <http://www.istrategy2010.com/contact/>

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*If you require any further information about this topic or inquire about interview opportunities please contact Libby Fordham, Media Liaison, on +61 (0) 411 473 938 or email at libby@libbyfordham.com.au*