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MEDIA RELEASE: FOR IMMEDIATE RELEASE

Forethought appoints new CEO, boosting Australian and USA leadership.

Marketing advisory, insights and analytics firm, Forethought has entered its 26th year by announcing the appointment of Diane Shelton as the Chief Executive Office of Forethought Australia.

Founder, Ken Roberts, will step into the Executive Chairman role, and will continue as President of Forethought USA.

Diane, joined Forethought in 2018 as General Manager of Consulting, sharing her wealth of customer and marketing experience which includes senior executive roles in Strategy and Insights at Telstra, Coles, NBN and South Eastern Grocers in Florida. Diane was also a country manager and business unit lead with IPSOS in Greater China.

Since then, colleague turnover is at a record low, and fiscal performance is at a record high.

This appointment is a full-circle moment, as together Diane and Ken commenced their careers in strategy, insights and analytics 27 years ago. And whilst pursuing their careers in marketing, both have reinvested in the industry as academics at Melbourne Business School.



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