

FOR IMMEDIATE RELEASE

Advantage Australia Restructures Leadership to Strengthen Client Service *This is part of Advantage Group's strategy to deepen its service offering in the Australian market.*

TORONTO, June 22, 2023 – [Advantage Group International](#) is announcing the appointments of three key leaders in the fast-growing Australian market. After delivering impressive results for Australia in 2022, the leaders are positioned to capitalize on this momentum and continue regional expansion efforts.

[Steve Andrews](#) is promoted to Managing Director of Australia. Before joining Advantage in 2018, Steve was Managing Director at a leading shopper research agency and held commercial leadership positions with [Mars](#), [Lion Nathan](#) and [Diageo](#). Steve's leadership across his client base, combined with his drive for innovation, has also contributed to developing the food service, specialty pet and e-commerce programs at Advantage Group.

"I'm honoured to lead the continued growth and development of the Advantage Australia service. We're excited by a genuine aspiration from both retailers and suppliers across numerous industries to better understand and improve their engagement, and the expert team at Advantage Australia is well placed to deliver this for clients." Steve said.

[Alice Hutchin](#) remains General Manager and takes on the additional role of Director of Global Retailer Development. Alice has been with Advantage for seven years. Previously, Alice was Commercial Director at [Unilever](#), where she was heavily involved in retailer leadership and management. Over the last five years, Alice has been at the forefront of Advantage Australia's retailer partner engagement by developing a deep understanding of retailer needs and evolving Advantage programs to meet them better.

[David McLoughlin](#) moves into the role of General Manager of Australia. David previously held consultancy roles and global client leadership roles at [Coca-Cola](#). David's deep customer experience and background in consulting have played a significant role in partnering with clients to ensure that insights are actioned, and engagement strategies executed.

CEO of Advantage Group International, [John McLoughlin](#), is confident in this leadership team, “I am immensely proud of this new Australian leadership team and the progress they made in their previous roles. Since taking over these new responsibilities, Steve, Alice, and David have set ambitious goals for Australia for the next five years. I am confident in their passion and capability to achieve this goal. This market is in good hands.”

About Advantage Group International

Advantage Group International is the leading advisor in business-to-business engagement solutions globally. Trusted by many of the world's leading brands, Advantage Report™ has become the gold standard for improving performance between suppliers and retailers in over 50 countries. Established in 1988 and headquartered in Canada, Advantage Group acts as an integral link between supplier and retail partners, using data, feedback and strategy consulting to illuminate opportunities for mutual growth, strengthen relationships and provide invaluable insight. Advantage Group helps people and organizations work better together.

For more information, visit advantagegroup.com or [contact your local Advantage Advisor](#).