

(1) AMEC Nomination paper for election to the 2020 board:



1) NOMINATION FOR ELECTION TO THE BOARD

I wish to nominate <i>(name of person)</i>	James Merritt
in the Board category for <i>(please circle one)</i>	Full
as a representative of <i>(name of company)</i>	Isentia
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	<p>As the Chief Executive of Asia, James leads Isentia's business across 10 markets in North Asia and SE Asia.</p> <p>He is proven business leader with over 20 years of experience across both Europe and Asia. He has also been Managing Director & Board Member APAC at Dunnhumby.</p> <p>James' familiarity with market solutions that combine technology, media and consulting makes him an ideal board candidate to further AMEC's strategic goals.</p> <p>I have every confidence that James' experience, knowledge and drive will be invaluable assets for AMEC as it seeks to increase its membership and profile.</p>
Please indicate whether a personal statement (up to 100 words) from the nominee in support of his/her application is attached or whether it is to follow <i>(please circle)</i>	Attached
He/she has given their consent <i>(please circle)</i>	N/A as self-nominating
My name is	
I am the representative of the Member company or individual named here.	Isentia
Date	18.11.19
Signed	James Merritt

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Please email completed nomination forms to juliewilkinson@amecorg.com to arrive not later than Monday 18th November, 2019 by midnight in your respective time zone.

Johna Burke
AMEC Global Managing Director

V231019



(2) Election Manifesto and Personal Statement

James Merritt



Chief Executive, Asia at Isentia ([LinkedIn Profile](#))

I ask the AMEC membership to vote for me and support my candidacy to become a Director of the AMEC Board. Using my business experience these are the areas I believe AMEC needs to focus on and which would receive my support:

- **Drive behaviour change to adopt measurement:** Having worked across Europe and Asia over the last 20 years, I have seen the difference between “positive bias” and “reality”. When asked, both clients and agencies are biased towards better measurement approaches. However, the reality points to the use of vanity metrics such as PR values (especially in the emerging markets).

Prior to joining Isentia, I served as a board member for dunhumby where I delivered global strategic frameworks to drive behaviour change among clients towards better metrics. As the Chief Executive across 10 markets in North Asia and SE Asia at Isentia, I will leverage on my extensive network of 800+ employees and a 1000+ client base to drive the behaviour change towards better measurement (especially among clients with limited resources).

- **Better representation from Asia in the ‘Common Ground’ Initiative:** I am excited about the ‘Common Ground’ initiative. I also believe that Asia needs to do better in providing diversity and representation to such initiatives and AMEC in general. Associations make better decisions and breed more complete ideas when they are led by and made up of a group that is representative of the world we live in. These are the movements that will thrive and outperform against the others in the future.

Therefore, we need to bring together the large and small agencies in Asia as representatives in the ‘Common Ground’ initiative and get serious about uplifting the communication measurement game. From my leadership experience in the UK, South Korea, Thailand and now Singapore, I have gathered a know-how on community building which I will employ in driving better representation from Asia.

- **Stronger relationships with AMEC partners and advocates:** “Every month is a measurement month” really resonated with me. I commit to an ongoing calendar of communication measurement conferences in markets with Isentia’s footprint.

These will include Singapore (potentially with IPRS and [MRSS](#) in Singapore) and 2-3 joint AMEC events North Asia and SE Asia (shortlisted ones are with [PRSP](#) in Philippines where our country GM is a board member, [IPR](#) Malaysia with whom Isentia Malaysia shares a close relationship, [PERHUMAS](#) in Indonesia, [FPR](#) in Taiwan, [PR ONE](#) in S.Korea, [PRPA](#) in HK, [CIPRA](#) in China for the second event)