



**STEVE SAMMARTINO
DIRECTOR OF PLANNING & INTEGRATION
GREY GROUP AUSTRALIA**

Steve has been involved in the marketing and communications arena for over 15 years. He has a wealth of traditional marketing and client planning experience, as well as an enormous amount of knowledge on digital strategy and integration-based thinking.

He has worked with a variety of agencies via his client roles at leading global consumer goods firms on many global brands in Australia, Asia Pacific and Europe. These include Kraft, Fosters, Procter & Gamble (Gillette) and Kimberly-Clark. With his strong brand marketing credentials, he is also a seasonal Marketing Lecturer and Tutor at Melbourne University.

He has spent the last three years building a .com business called www.rentoid.com, a peer-to-peer renting portal which is now the global leader in this category. Through this, he has gained a rare skill set combining traditional and new media.

In addition, he has his own blog <http://startupblog.wordpress.com>, which is the most followed start-up/entrepreneur blog in the world.

In his spare time, he enjoys surfing and studying languages – other than English, he speaks Italian and Mandarin.

He joined Grey Group Australia as Director of Planning & Integration in May 2010.