



**GEORGE P. JOHNSON**  
experience marketing

A Project Worldwide agency

**PRESS RELEASE**

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## **Caleb Bush Promoted to SVP, GPJ Australia and MD Project ANZ**

In the spirit of continuous evolution, Caleb Bush, Managing Director of GPJ Australia has been promoted to Senior Vice President. In addition to this, Caleb has been elevated to Managing Director, Project ANZ.

Ben Taylor, CEO Asia Pacific, Project Worldwide, said: "Caleb is a most driven and capable leader and has played a vital role in making GPJ Australia what it is today. I'm proud to be able to promote from within, recognising all that Caleb has done for the business."

As part of Caleb's new role as MD and SVP of GPJ Australia and MD, Project ANZ he will be focused on ensuring engagement and collaboration between the Project ANZ agencies - GPJ Australia, Dig & Fish, Spinifex and Dark Horse - is optimised.

Joining GPJ Australia in 2009, Caleb proved his strong leadership skills early on and was tasked with establishing the Melbourne office in 2012. He was then promoted to General Manager in 2012 and in 2016 Caleb was elevated to Managing Director and Vice President.

"I am thrilled to have been promoted into a Project role. Having the ability to work with CMOs to solve big business problems, and with an arsenal of the world's best agencies at our fingertips is pretty special. In my new role, I plan to particularly focus on driving collaboration between Project ANZ's agencies in the relentless pursuit of delivering market-leading offerings for our amazing client partners," said Caleb Bush, MD and SVP of GPJ Australia and MD, Project ANZ.

Last year, Caleb was named Media Executive of the Year and Runner Up Managing Director of the Year in the CEO Magazine's Executive of the Year Awards, as well as being among Campaign Asia's 40 Under 40. He also led GPJ Australia to being named as one of Australia and New Zealand's Most Innovative Companies by The Australian Financial Review and taking home Campaign Asia's Experiential Marketing Agency of the Year ANZ.

**ENDS**

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### **About George P. Johnson (GPJ) Australia**

GPJ officially opened its doors in Sydney, Australia in 2000 and now has locations in Melbourne and Perth, as well as strategic relationships in Adelaide, Brisbane, and New Zealand. Key GPJ Australia clients include IBM, Toyota, LinkedIn, Visa, Amazon, L'Oreal, Optus, Woodside, In-N-Out Burger and more. [GPJ Australia](#) is the country's leading experience marketing agency.

### **About George P. Johnson Experience Marketing ([www.gpj.com](http://www.gpj.com))**

As the world's leading experiential marketing agency, GPJ enables brand marketers to benefit from integrated experiential programs that leverage online, mobile and physical brand interactions fuelled by data. Clients in technology, automotive, healthcare, consumer goods, finance and other industries rely on GPJ to help them compete more effectively on a global basis by creating and accelerating relationships with customers, employees, partners, media and other influencers. GPJ is part of Project Worldwide, an independent, global network of complementary, wholly owned agencies. Project Worldwide agencies include: Partners + Napier, ARGONAUT, Motive, Spinifex Group, G7 Entertainment Marketing, School, Dig & Fish Raumtechnik, Shoptology, Pitch, Praytall and Wondersauce ([www.project.com](http://www.project.com)).