**For immediate release**

**Guy Phillipson to step down as CEO of the Internet Advertising Bureau UK after 12 years**

Guy Phillipson, the Chief Executive of the UK’s Internet Advertising Bureau has announced his intention to step down in January 2017 after exactly 12 years heading the industry body. Phillipson will stay involved in the media business through advisory and non-executive roles.

Since his appointment in January 2005, the UK online advertising industry has experienced rapid growth, from £825m to £8.6bn in 2015, representing a world record 43% of total UK media expenditure. During his time as CEO, Phillipson transformed the IAB to become a valuable, free resource for marketers, encouraging best practice and setting standards for audience measurement, brand safety, and ePrivacy through the global Ad Choices programme.

He also devised and launched the IAB's Engage conference which endures as the focal point of the year for the digital advertising industry in Britain.

IAB UK, CEO, Guy Phillipson said, “For me, leading the IAB has been the most rewarding and exhilarating job in the world, navigating the growth of video, social, mobile and programmatic advertising – none of which really existed when I took over. But the best part has been recruiting and nurturing a team of top professionals, and working with incredibly bright and supportive member companies right across the global digital industry. So to be moving on at a time when the UK is so far ahead, and digital advertising is a large, vital ingredient to the success of all ad campaigns, is a big decision for me. But the time feels right”.

Richard Eyre, CBE, Chairman of IAB UK said, “Guy has transformed the IAB, creating a model trade organisation of 1200 businesses which has played a consistent role in building confidence in online marketing. He has achieved this with tenacity, humanity and a lot of laughs. His place in the history of online advertising is assured. We'll all miss him, but he’s played a blinder”

The IAB UK will be considering internal and external applications for the position of CEO, with a view to appointing Phillipson’s successor before the year-end.

**For more information contact:**

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**About the Internet Advertising Bureau UK**

The Internet Advertising Bureau (IAB) is the UK trade association for digital advertising, representing most of the UK’s leading brands, media owners and agencies. Given the rapidly evolving nature of the digital landscape, the IAB works to ensure that marketers can maximise the potential of digital media and mobile devices, helping members engage their customers and build great brands. By disseminating knowledge and fostering dialogue through research, policy guidance, training and events, the IAB aims to be every marketer’s authoritative and objective source for best practices in internet advertising. To access the IAB’s current research, policy briefings, training opportunities and events schedule, please visit [www.iabuk.net](http://www.iabuk.net).