

**Ryf Quail joined Carat New Zealand** in mid 2009 to drive the digital into the “DNA” of the agency operation.



Ryf is a pioneer in the digital industry with over 15 years experience in digital and media and the passion for the medium has never dimmed in that time! Ryf was the Media Director for WSA Online, which was Australia’s first interactive agency of the year in 1998. He built WSA Media to the biggest digital media agency in the country before selling the business to Emitch and heading new business for the group in 2000.

Over his time in the industry he has been shortlisted for, and won numerous awards, regularly spoken at conferences, judged advertising awards, advised iMedia on Adtech content and sat on a number of industry councils, most notably for ADMA and AIMIA. Community spirited, Ryf also contributed to the Salvation Army as a sitting member of their Direct Marketing Advisory Committee.

Prior to joining Carat Ryf was Managing Partner of digital at Razor in Australia, leading digital thinking and winning digital work with such clients such as Nike, SBS, Sydney Opera House, RaboPlus (Rabobank), Navman and HCF.

Before this he worked with Deloitte for four years working his way up from Digital Marketing Director to Regional Director, eMarketing & CRM for Japan/Asia Pacific. In this position he developed web management reporting methodology, email marketing and CRM programs for markets throughout the region.