

JOEL GIBSON

Joel is the Director of Campaigns for One Big Switch, the FiftyUp Club and the People Power Group. A former senior editor with the Sydney Morning Herald, he spent 10 years in print journalism before leaving to explore new journalism business models and constructive digital campaign strategies.

He has been with One Big Switch since 2012 and has developed an extensive network in Australian media and consumer advocacy, and extensive knowledge in the power of "good data" to benefit both businesses and consumers.