

## NETWORK TEN APPOINTS NETWORK COMMERCIAL SALES STRATEGIST

20 January 2010

Network Ten today announced the appointment of Jude Allan to the newly created role of network commercial sales strategist.

Reporting to the Network's joint national sales managers Kylie Rogers and Stephen Leeds, Ms Allan will lead the strategy and integration team and will be accountable for the creation and delivery of brand integration strategies for clients across the Network's television and digital media properties.

Ms Allan has previously held senior positions in television sales strategy, most recently at WIN NBN and previously at the Seven Network, where she established a unit to drive marketing strategies across the Network's television business, as well as Yahoo7! and Pacific Magazines. Ms Allan has also established and run a learning and development business.

Announcing the appointment, Ms Rogers said: "Jude has an impressive track record in the development of results-driven sales strategy and advertising integration. Together with her strong negotiation and leadership experience, she's the right person to lead the expansion of our integration strategy."

Mr Leeds said: "Along with Jude's extensive knowledge of the television industry, she brings impressive cross-platform experience to this role. That will ensure we continue to build on our delivery of effective cross-platform opportunities for our advertisers".

Ms Allan said: "Network Ten is highly regarded as a leader in brand integration, in particular the development of innovative sponsorship concepts and creative for its successful entertainment franchises. I'm excited to be joining Network Ten and to have this opportunity to take brand alignment and client integration to the next level."

Ms Allan joins Network Ten on 27 January 2010.

### **Enquiries:**

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