

Pacific Appoints Head of Agency, NSW

Thursday 12th October 2017: Pacific today announced the appointment of Christie Taylor to the newly created role of Head of Agency, NSW.

Prue Cox, Commercial Director, Pacific comments: “Christie brings a wealth of expertise, credibility and a market-leading reputation for driving integrated campaigns.

“Her new appointment will enable her to implement across the entire Sydney market, deepening relationships with agencies partners to deliver outstanding results.”

Christie’s career includes roles at Murdoch Magazines, Bauer Media and The Carousel before joining Seven West Media within the RED team in February 2015. With 17 years in the industry, Christie has worked with a range of leading clients including Unilever, Toyota, Colgate, Reckitt Benckiser and Nestle.

Christie Taylor says: “I look forward to the opportunities this new role brings and to leveraging my experience and relationships to drive innovative, high performance campaigns.

“With a network of influential cross-platform brands and strong momentum as the country’s fastest growing digital publisher, I’m excited to contribute to next phase of growth at Pacific.”

Christie reports to Prue Cox, with the appointment being effective immediately.

Ends.

For further information, please contact:

Hannah Devereux

P: 02 9394 2886 M: 0422 003 873 E: hannah.devereux@pacificmags.com.au