

## **Darren Kerry appointed as Head of Digital & Innovation, Pacific Magazines**

**26 February, 2015:** Pacific today announced Darren Kerry as Head of Digital & Innovation.

With extensive experience in Digital media, Mobile, eCommerce and Data, Kerry joins Pacific from Southern Cross Austereo, where he led the Digital Design, Development Product team.

Peter Zavec, CEO comments: "Pacific is undergoing a period of business transformation and I am delighted to have an experienced and talented senior digital specialist to lead our Digital and Innovation hub at this exciting time. I look forward to increasing the success of our brands while introducing new digital products and services across all platforms under his leadership".

Darren Kerry comments: "I'm thrilled to be joining Pacific at a time of great change and opportunity. Pacific is a one of Australia's leading publishers with over 16.5 million monthly consumer contacts across its print, digital and social platforms. The talented team at Pacific has already done an amazing job. I look forward to working with them to extend and deepen our audience engagement on all digital platforms (Desktop, Mobile, Tablet, and Social) as well as realising the huge eCommerce opportunities".

Darren will start in his new role on 23 March 2015.

**ENDS**

*Total Consumer Contacts based on the following: emmaTM conducted by Ipsos MediaCT, 12 months ending December 2014, Social media figures as at 2 February 2015 and includes footprint across Facebook, Twitter, Instagram, Tumblr, Pinterest and YouTube; Nielsen NetView Hybrid. Dec 2014; Google Analytics Jan 2015.*