



Wednesday, 22 January 2025

Henry Tajer joins Seven West Media as Chief Commercial Officer

Seven West Media today announced the appointment of Henry Tajer to the new role of Chief Commercial Officer, effective 28 January.

Reporting to SWM Managing Director and Chief Executive Officer, Jeff Howard, Mr Tajer will be responsible for leading and driving all Seven revenue operations.

Mr Tajer is one of Australia's most successful advertising and marketing executives, with a 25-year career that includes senior media, advertising, and technology roles here and in the US, including with IPG Mediabrands, Amazon Media Group and Dentsu Aegis Network.

In his new role, Mr Tajer will collaborate with key partners, including clients, media agencies and industry bodies to drive growth and strengthen SWM's market position.

Seven's National Television Sales Director Katie Finney, National Digital Sales Director Jordan King and Head of Sales Strategy and Enablement Vikki Friscic will report to Mr Tajer. He will work closely with the wider SWM executive team to expand and enhance Seven's offerings, ensuring the company delivers innovative solutions for advertisers and audiences.

Mr Howard said: "While we are making solid progress on our television and digital audience and revenue objectives, the television advertising market remains challenging.

"The opportunity to engage someone with Henry's experience and reputation to turbo-charge our ambition was too good to miss. With his extensive experience in the advertising, marketing and media industries here and overseas, Henry will bring a unique and valuable set of skills to this new role at Seven and will be a great addition to our management team as we seek to drive transformative growth.

"Henry joins a great team currently led by Katie, Jordan and Vikki, who are already changing the way we work with clients and agencies and achieving strong results in a challenging market. Under Henry's leadership the four of them will make a formidable team," he said.

Mr Tajer said: "I am excited to be joining the amazing team at SWM. This is a unique

moment for both Seven and the broader marketplace, presenting a tremendous opportunity to shape our offering and drive growth. I look forward to contributing to the company's success and to the industry at large by delivering outcomes that create value for all of our partners and audiences.”

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, reaching more than 19 million people a month with a market-leading presence in content production across broadcast television, publishing and digital.

The company owns some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; the digital platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#). The Seven Network is home to Australia's most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.