



Tuesday, 3 September 2024

Jordan King joins Seven Takes on new role of Digital Sales Strategy Director

Seven West Media today announced the appointment of Jordan King to the new role of Digital Sales Strategy Director, effective 4 November.

Reporting to Group Managing Director, Seven Digital, Gereurd Roberts, Mr King will work with Seven's sales and digital business leadership to define its future-focused go-to-market strategy, product portfolio, programmatic approach and tech stack.

Mr King joins Seven from Nine Network, where he was Director of Programmatic and Digital Sales for three years. His previous roles at Nine include Director of Audience and Automation and Head of Audience and Automation. He has also held senior roles at Unruly and News Corp Australia, and is a member of IAB Australia's Executive Technology Council.

Mr Roberts said: "We couldn't be more excited to welcome Jordan to the team. He is widely regarded as one of the best digital sales talents in the country and will play a leading role as we accelerate Seven's digital growth and ambitions.

"With the onboarding of both cricket and AFL digital rights later this year, alongside our unbeatable slate of premium on-demand content, it is the perfect time to bring Jordan on board. [7plus](#) is primed to deliver high-value audiences at scale, and Jordan will work to ensure that equals efficient and effective results for our partners."

Mr King said: "I'm tremendously excited to be joining Seven as it continues to transition and evolve into a media business of the future. Seven is bolstering its impressive BVOD footprint and expanding its live streaming credentials with the introduction of the cricket and AFL digital rights. It is uniquely placed to capture audiences at scale in the Australian market. I couldn't be prouder of my time at Nine and thank the individuals and organisation for seven fulfilling years. I'm energised at the opportunities emerging at Seven and across BVOD with the launch of VOZ Streaming and can't wait to get started."

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Media Release

That's massive.



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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.