

Tuesday, 18 July 2023

Lucio Ribeiro joins Seven as Director – Digital Marketing and Innovation

The Seven Network today announced the appointment of Lucio Ribeiro to the newly-created role of Director – Digital Marketing and Innovation, effective 1 August.

Reporting to Seven’s Chief Marketing and Audience Officer, Melissa Hopkins, Mr Ribeiro will be responsible for all digital marketing and innovation, including driving new avenues for Seven to connect with audiences. He will work closely with Larissa Ozard, Seven’s Director Marketing – Brand, Product and Trade, and the rest of the Marketing and Audience team.

A pioneer in the field of artificial intelligence applied to marketing and advertising, Mr Ribeiro is one of Australia’s most respected, awarded and innovative digital executives.

He joins Seven from Optus, where he was Director of Technology, Innovation and Activation. In that role, he was responsible for technology and digital innovation for Optus as well as the development and deployment of new opportunities in emerging technology, including 5G, VR/AR, driverless cars, cloud gaming and generative AI.

Ms Hopkins said: “Lucio is not only one of the most capable and accomplished executives I’ve ever met but he is also an incredible team player and charismatic leader. I’m so excited he has agreed to bring his expertise to Seven, and I’m confident his knowledge will be a game-changer for how we connect with Australia and will ensure Seven remains the heartbeat of Australia well into the future.

“The digital acceleration of Seven is gathering pace. We have big ambitions, and the creation of Lucio’s role reflects our commitment to having our eyes set firmly on the future, getting even closer to our audiences and delivering incredible results for all our partners.”

Mr Ribeiro said: “I am energised by the challenges and opportunities for Seven in the media sector and the extent to which my marketing and technology skills will be applied.

“After the first meeting with the leadership team, I was already confident that Seven is positioned for greatness and innovation, with the support of strong leaders, premium content and a ‘tech playground’ where we can make magic happen. Seven and its audiences are evolving rapidly, and now is a great time to become part of that.”

Having been elected one of the most influential online marketers in the world by *Marketing Today*, Mr Ribeiro is an MIT graduate in artificial intelligence, and the co-founder of digital agency Online Circle Digital, which he sold in 2019. He is also a scholar of The Marketing Academy and has lectured on digital marketing and AI at RMIT University and Deakin University.

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About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital. The Seven Network alone reaches about 17 million people a month.

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; broadcast video on demand platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; and *The Sunday Times*. The Seven Network is home of Australia's most loved news, sport and entertainment programming. Its iconic brands include Australia's leading news and public affairs programs **7NEWS**, **7NEWS Spotlight**, **Sunrise** and **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **Big Brother**, **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, Supercars and the FIFA Women's World Cup 2023™.