



Monday, 24 May 2021

Seven appoints new Head of Corporate Communications

Seven West Media (ASX: SWM) today announced the appointment of Robert Sharpe to the new role of Head of Corporate Communications, effective tomorrow.

Mr Sharpe reports to SWM Chief Marketing Officer, Charlotte Valente, and is responsible for the media group's external and internal communications.

Mr Sharpe was previously Corporate Affairs Advisor at Optus, responsible for leading the development and execution of national communications campaigns for Optus Enterprise, Optus Business, Optus Sport, Wholesale and Satellite. He has also previously worked at Network 10, Spotcap Global and ITV.

Ms Valente said: "I'm very pleased to welcome Robert to SWM. As a senior corporate communications expert with over 14 years' expertise in strategic communications across a number of industries, including TV and digital media, telecommunications and fintech in Australia and the UK, he will be a great addition to our communication team.

"Robert has strong business, technology and media contacts across Australia's tier one and industry media and a passion for executing campaigns that deliver results."

Mr Sharpe said: "I've been an admirer of Seven's TV, digital and print businesses for many years. The corporate and content strategies outlined in SWM's three-year transformation plan are already delivering strong results and I'm really looking forward to being part of the company's ongoing development and success."

For more information, please contact:

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About Seven West Media

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

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Dancing With The Stars: All Stars, Home and Away** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.