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Seven strengthens sales leadership team

Seven West Media today announced the creation of a new senior role and a restructuring of its sales senior leadership team to reflect its position as Australia's leading total audience network in across capital city, regional and digital markets.

Seven has appointed Prime Media Group's Sydney Sales Manager, Adam Forbes, to the new role of National Direct and Independent Agency Sales Director, responsible for building and overseeing client relationships across independent agencies and direct channels.

Following the recent acquisition of Prime's assets, which has created the largest national total video audience in the country, Seven has expanded the responsibilities of its capital city television sales directors to include regional markets:

- Georgie Nichols is NSW Sales Director
- Peter Charles is Victoria Sales Director
- Todd Dickinson is Queensland Sales Director
- Damian Hampson is Western Australia Sales Director
- Stephen Woolley is South Australia Sales Director, working alongside Russell Media

Katie Finney, Director of 7RED and the executive responsible for the strategy, creative direction and implementation of brand integration in Seven's programming, has expanded her remit to include regional amplification and creating deeper connections for brands with critical regional audiences.

The new roles report to Seven West Media National Sales Director, Natalie Harvey, and are effective immediately.

Ms Harvey said: "The expanded remit and new structure of the senior leadership team across capital city, regional and digital has been designed for customer and business success. The new structure ensures we will retain expert knowledge in capital city and regional markets and have the right skills, resources and capabilities in place to ensure our commercial partners and brands remain at the heart of what we do.

"As Seven accelerates towards a dynamic and converged audience trading model, we are rapidly adapting and innovating our commercial strategy to ensure an easier, faster and more effective ecosystem for our clients as they engage with the largest national total video audience in the country.

"As the most watched free-to-air broadcaster across all screens, Seven can now help advertisers and agencies easily reach more than 91% of Australia's population each month, including in the capital cities, regional Australia and digitally on [7plus](#)," she said.

Today's announcement follows Seven's recent sales senior leadership promotions, including Ms Harvey as National Sales Director, Nicole Bence as National Sales Director of Digital, Dave Walker as Director of National Trading and Revenue Operations, Greg Gabel as National Regional Sales Director of Local Markets, and Rob Maclean as National Sport Sales Director.

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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, The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.