

Seven West Media appoints Director, Client Partnerships

Kurt Burnette, Chief Revenue Officer for Seven West Media, today announced the appointment of Rowena Millward to the newly created role of Director, Client Partnerships.

Ms Millward is a globally recognised marketing leader with roles for Procter & Gamble, Berri and Coca Cola, and Johnson & Johnson. Most recently at Johnson & Johnson, Ms Millward was responsible for marketing of that company's most loved brands across Asia Pacific, leading overall integrated marketing communications, digital, agency relationships and innovation partnerships.

Commenting, Mr Burnette said: "This is a great appointment for Seven West Media and a great appointment for our agency and client partners. Seven West Media is Australia's leading integrated media company. We reach more than 16 million Australians every month and we are committed to effectively connecting that audience with our clients. Rowena will provide a marketing aligned perspective to understanding client and customer needs and meeting those needs using the power of Seven West Media's media platforms, our content, our data insights and our production expertise. Rowena comes with a wealth of marketing experience across a wide range of companies and we look forward to her joining us and adding further depth to our company's already very strong sales team."

Ms Millward said: "I'm thrilled to be joining Seven West Media in this new role. For the first time, it will bring together the different and specialised knowledge of both marketers and Seven West Media, to create powerful "end to end" marketing communication that drives measureable commercial outcomes.

"This new partnership model will help marketers better understand how to harness the full value of Seven West Media beyond just media, including more extended and integrated ideas, content and production, which makes Seven West Media a powerful 'one stop shop'."

Ms Millward joins Seven West Media on 1 May.