

Monday, 20 July 2026

Southern Cross Media Group Appoints Chief Revenue Officer

Southern Cross Media Group (SCA) announced the appointment of Natalie Harvey to the newly created role of Chief Revenue Officer, effective September.

The creation of the Chief Revenue Officer role aligns with a newly streamlined operating model designed to accelerate growth opportunities across the business and support SCA's evolving commercial strategy, with a sharp focus on digital transformation.

Reporting directly to Managing Director and Chief Executive Officer, Rohan Lund, Harvey will lead SCA's commercial strategy with a heavy in-market focus, driving premium revenue and active business development. She is uniquely positioned to lead commercial growth across SCA's unified national portfolio, bringing deep expertise across both television and audio platforms and a proven track record of building digital commercial businesses.

Harvey brings more than 20 years of media experience, holding senior leadership roles across both major publisher and agency sectors. Most recently, Harvey served as Chief Executive Officer of Mamamia, Australia's leading independent digital media brand, after initially joining the group as Chief Revenue Officer in January 2024. Prior to this, she was the National Sales Director at Seven West Media (SWM). She also brings extensive agency experience, including over nine years at UM Australia where she was promoted to General Manager, and earlier media-buying and investment roles at MediaCom.

Rohan Lund said: "There is some fantastic momentum across the group right now and an enormous opportunity once we bring together the power of the combined group in content and advertising. As we evolve our operating model to bring decision-making closer to our products and customers, creating the Chief Revenue Officer role ensures we have single-minded leadership over our national commercial strategy. Natalie brings an extraordinary depth of media experience and a proven track record across both publisher and agency sectors. Her exceptional skill set in building digital commercial businesses, paired with her deep expertise across television, audio and publishing platforms, makes her the ideal leader to unlock the full potential of our combined strengths and drive our digital transformation forward."

Natalie Harvey said: "I'm thrilled to be joining SCA at such an exciting time. What really excites me about the role is the combination of trusted brands, talented people and a clear ambition for the future. The business has an incredible opportunity to unlock the full potential



of its combined strengths, creating even greater value for audiences and brand partners. Rohan has a compelling vision for the future, and I'm excited to work alongside the team to help deliver on that ambition.”

As a result of these organisational changes, Chief Commercial Officer, Seb Rennie, will be leaving the business. Since joining SCA in February 2023, Rennie has played a pivotal role in shaping and strengthening the commercial capability of the audio business by leading the audio sales teams through a period of considerable transformation and strengthening key client and agency relationships. SCA sincerely thanks Seb for his leadership, contribution and commitment, and wishes him every success as he begins his next chapter.

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About Southern Cross Media Group

Southern Cross Media Group (ASX: SXL) is one of Australia's most prominent media companies, with a market-leading presence across broadcast television, audio, publishing and digital.

The company owns some of Australia's most renowned media businesses and platforms, including the Seven Network, 7two, 7mate, 7flix and 7Bravo; [7plus](#); [7NEWS.com.au](#); [LiSTNR](#); the Hit and Triple M radio networks; [The Nightly](#); The West Australian; The Sunday Times; and [PerthNow](#).