



## **Yahoo7 announces Director of Strategy and Business Operations**

**Sydney, 24 June 2014:** Yahoo7 has today announced the appointment of Anita Perri to the role of Director, Strategy and Business Operations. Her appointment comes as the business continues to increase its focus on responding to new technologies and consumer trends online.

Anita joins Yahoo7 with more than a decade of experience in digital advertising at some of Australia's leading online companies including Sensis and Fairfax. Her most recent roles include Managing Director of The Ad Lab and Digital Advertising Strategy Director at Fairfax.

As Director, Strategy and Business Operations, Anita will be responsible for driving Yahoo7's business strategy, strategic initiatives and operational effectiveness, with a particular focus on advertising initiatives. In the newly created role, Anita will be charged with evolving Yahoo7 content and advertising solutions to keep pace with the latest technology and media consumption trends.

Ed Harrison, CEO of Yahoo7 said, "I'm very pleased to welcome Anita to the Yahoo7 team. Having worked closely with Anita in the past, I've experienced at first hand her ability to spot emerging trends and to personally drive change within an organisation. In the fast-moving digital media industry, this capability is essential and I'm delighted to have her on-board at Yahoo7".

Anita Perri joins the Yahoo7 team this week, based in the Sydney office.

**ENDS**

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### **About Yahoo7**

Yahoo7 ([yahoo7.com.au](http://yahoo7.com.au)) is one of the most comprehensive and engaging online destinations for Australian consumers and advertisers. Formed as a 50-50 partnership between the Seven West Media Group (ASX: SWM) and Yahoo Inc. (Nasdaq: YHOO), Yahoo7 brings together the successful Australian internet business, Yahoo! Australia & NZ, and the online assets and television and magazine content of the Seven Network, one of Australia's leading media companies. The company also combines the strengths of Yahoo! search and communications capabilities and its global internet network, with Seven's rich media and entertainment content and marketing capabilities.