



## **Yahoo7 Appoints Ciarán Norris as Head of Strategy and Integration**

Yahoo7 has today announced the appointment of Ciarán Norris as Head of Strategy and Integration. Ciarán will report directly to Paul Sigaloff, Commercial Director and will oversee advertising and commercial integration go to market strategies to strengthen Yahoo7's market leading position in mobile, video and cross-platform advertising solutions. Ciarán will work directly with Seven West Media's RED Division and the Yahoo7 Studio team to drive collaboration and grow integrated advertising opportunities for the business.

Ciarán steps into the role at Yahoo7 with more than 14 years experience in digital media and marketing. Most recently, Ciarán was the Chief Digital Officer for Mindshare Australia, following a number of years leading new media strategy for Mindshare Worldwide. His experience spans digital marketing positions across the UK and Australia, with previous roles at Reed Business Information, Engine Group and Mindshare UK.

Paul Sigaloff, Commercial Director for Yahoo7 said, "We're excited to welcome Ciarán to the Yahoo7 team. He brings a great understanding of digital strategy across both local and global markets which will help us continue to deliver new opportunities for our advertisers and ensure our commercial team continues to be the best in the industry."

"Ciarán will play a key role in coordinating initiatives across our business to ensure our commercial integration, product and content value propositions are aligned as we work hard to bring together the most innovative and effective integrated solutions for advertisers," said Paul.

Ciarán will be based in the Yahoo7 Sydney office.

**ENDS**

**For further information please call or email:**

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**About Yahoo7**

Yahoo7's mission is to make the world's daily habits inspiring and entertaining. By creating highly personalised experiences for our users, we keep people connected to what matters most to them, anywhere, anytime and across any device. A 50-50 partnership between the Seven West Media Group (ASX: SWM) and Yahoo Inc. (Nasdaq: YHOO), Yahoo7 combines the strengths of Yahoo's global network with Seven West Media's TV, magazine and newspaper brands. In turn, Yahoo7 creates value for advertisers and partners by connecting them with the audiences that build their businesses.