

Wednesday, 16 April 2025

Annie Griffiths joins Seven as Director, Commercial Strategy and Innovation

The Seven Network today announced the appointment of Annie Griffiths to the new role of Director, Commercial Strategy and Innovation.

Reporting to Chief Commercial Officer Henry Tajer, Ms Griffiths will be responsible for commercial strategy, trade marketing and the network's brand integration, strategy and partnerships division, 7RED. She will start at Seven later this year.

Ms Griffiths joins Seven after almost five years at Foxtel Media, most recently as Executive Director, Strategy and Operations, where she spearheaded the commercial and go-to-market strategy, and the implementation of key initiatives. Her previous roles include Chief Marketing Officer at PHD USA in New York, leading business development and marketing, and senior Strategy and Business Director roles at GroupM in New York and Sydney.

Mr Tajer said: "Annie is one of the best strategists I've worked with, and she brings a great track record and a lot of experience to this new role at Seven.

"Hiring Annie is an important first step in re-imagining how we engage with the market and create new ways to connect with our audiences across all the Seven platforms.

"I can't wait to see Annie's impact on the team at Seven, our partners and our clients," he said.

Ms Griffiths said: "It's a transformative time in the video industry. With top-notch local content, and an accelerating digital business, I'm delighted to be part of what's next for Seven. I'm looking forward to mucking in with the team to deliver outcomes for clients."

For more information, please contact:

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About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing

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and digital. The Seven Network alone reaches about 17 million people a month.

The company owns some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; the digital platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#). The Seven Network is home to Australia's most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.