



Wednesday, 14 December 2022

Melissa Hopkins joins Seven West Media

Seven West Media today announced the appointment of Melissa Hopkins as Chief Marketing and Audience Officer, reporting to Managing Director and Chief Executive Officer James Warburton.

Ms Hopkins, who will join Seven West Media in March next year, is currently Vice President Marketing CMO at Optus. She has worked at Optus since late 2016 and previously held the roles of Head of Consumer Marketing and Senior Director of Marketing and Communications.

One of Australia's most successful and acclaimed marketers, Ms Hopkins returned to Australia in late 2015 following 20 years working overseas with leading brands such as the British Army, Absolut Vodka, Procter & Gamble, the UK Government, Fujitsu, Docomo and Vodafone (where she was Global Head of Marketing).

At Seven West Media, Ms Hopkins will be responsible for driving audience numbers and growth across the entire portfolio.

Her remit covers Seven West Media brand strategy, consumer and trade marketing, audience research, promotions, publicity, social media and corporate communications. She will also partner closely with the Commercial and Content teams to deliver their ambitions.

Mr Warburton said: "Melissa is a fantastic addition to the team that has made Seven Australia's most-watched total TV network and one of the best-performing companies in the local media sector.

"A highly commercial, creative and energetic senior leader with over 25 years' global experience both agency and client side, Melissa has deep consumer and enterprise experience across a wide range of sectors and high-profile brands. She has a strong track record in driving award winning and commercially successful brand initiatives and platforms, leading to strong market share, revenue and earnings growth.

"I am very much looking forward to welcoming her to Seven," he said.

Ms Hopkins said: "It is a privilege to be joining one of Australia's most iconic brands at a period where there is such strong ambition for growth and transformation. I look forward to joining such a visionary leadership team to drive growth and shake up the category"

Ms Hopkins is also a strategic advisor to the National Mental Health Commission and an advisory board member at ADMA.

For further information, please contact:

Rob Sharpe
Head of Corporate Communications
M: 0437 928 884
E: rsharpe@seven.com.au

About Seven West Media

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

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; and *The Sunday Times*. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise**, **My Kitchen Rules**, **AGT**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Voice**, **Home and Away**, **The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and Supercars.