



Media Release

Monday, 28 March 2022

Seven appoints National Sport Sales Director

The Seven Network today announced the appointment of Rob Maclean as National Sport Sales Director, effective immediately.

Mr Maclean will be responsible for delivering the sales strategy across all of Seven's powerhouse sports broadcasts, including the AFL, cricket, horse racing, Supercars, NFL and the 2022 Commonwealth Games in July.

Reporting to Seven West Media National Sales Director, Natalie Harvey, Mr MacLean will lead the national sport sales team to develop and execute market-leading sponsorship opportunities and work with clients to integrate their brand stories into Seven's powerful sports content.

Mr Maclean joined Seven in 2007 and has a successful track record in driving commercial success across key sporting codes and events. He was most recently Head of Commercial and Partnerships, Network Sport, and led the sales strategy and implementation of two of the most commercially successful Olympic Games ever on Seven – Tokyo 2020 and Beijing 2022.

Ms Harvey said: "We are thrilled that Rob will take up the role of the national Sport Sales Director. Over Rob's 15 years at Seven, he has created strong partnerships, delivered exceptional commercial outcomes and provided excellent team leadership. As we integrate the Seven and Prime businesses, Rob will lead the charge in evolving our sport product and creating even better opportunities for brands to connect with millions of Australians in the most exciting and engaging content there is."

Mr Maclean said: "Sport has always been in my DNA and I'm thrilled to be able to lead Seven's wonderful sport sales team to deliver exceptional brand and business outcomes for our partners through the power of live sport and the strength of Seven's truly national, cross-platform offering.

"Seven has an incredible sport schedule, including Australia's #1 winter sport – the AFL – Australia's best horse racing 52 weeks a year, the best cricket plus the exhilarating Supercars and NFL. Add to that the most inclusive and diverse event of 2022, the Commonwealth Games, and we have a big year ahead."

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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**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Voice**, **Dancing With The Stars: All Stars**, **Home and Away**, **The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.