

Pacific Continues To Accelerate Digital Evolution With Appointment Of Prue Cox As Commercial Director

Friday 15th July 2016: Pacific Magazines today announced the appointment of Prue Cox to the role of Commercial Director.

Peter Zavec, CEO, Pacific Magazines, comments: "Prue Cox is widely regarded as one of the country's best multi-platform media sales executives. Not only are her digital sales and technology credentials second to none, but her ability to drive business transformation to deliver commercial results is equally impressive.

"Her appointment is indicative of our rapid digital evolution and multi-platform audience strategy. We are delighted to have her on board."

Prue Cox has over 16 years of digital media experience. Most recently she was Chief Commercial Officer at NewsLifeMedia, during which she led the sales transformation process. Previously she was Managing Director taste.com.au and kidspot.com.au.

Other previous experience includes roles at Cafescreen DOOH network (during which she led the launch of Australia's largest free wifi network), Platform Nine (a start-up branch of ninemsn) and Yahoo7.

Prue Cox says: "I look forward to accelerating Pacific's digital sales strategy, leveraging our relationships with Seven West Media and helping clients exploit innovative new opportunities.

"The culture and strategic focus attracted me to Pacific – and it's exciting to join a business on the cusp of an impressive digital future."

Gereurd Roberts was appointed in May 2016 as General Manager, Food, Family and Home – overseeing the strategic development of Pacific's leading group of celebrity, real life and homes titles and new trio of digital food brands. He continued as Commercial Director until a replacement was found and will now step full-time into the GM role.

Commenting Gereurd Roberts says: "Prue has a fantastic industry reputation, stellar client relationships and a focus on building high performance teams. Combined with her proven digital operations and commercial experience, this makes Prue the perfect candidate to help take our business into the future.

"It's a pivotal time at Pacific as we continue our digital transition, launch innovative new brands and drive multi-platform content and sales solutions. We look forward to Prue joining the team."

Prue will report to Peter Zavec. She commences on Monday 18th July.

Ends.

For further information, interviews and pics please contact:

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