



## **MEDIA RELEASE**

oOh!media Limited  
ABN 69 602 195 380

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### **New structure to promote more seamless delivery**

oOh!media's business review to determine current and future needs in the face of COVID-19 has seen it announce a new structure to promote greater cohesion and integration between its network planning, product, pricing, content, creative, sales, marketing and delivery functions.

Chief Executive Officer Brendon Cook said today that functions of the business had been realigned to increase simplicity, ensure it was able to deliver at scale to maximise the company's unique media proposition, and expand the customer-centric focus across the whole company.

"COVID-19 has had a profound effect on the business – it challenged us to work together in new ways and adapt our business at pace to meet the new reality," Mr Cook said.

"It has also highlighted how we could streamline our service delivery through realigning functions and ultimately enhance our offering to market."

Among the changes announced is the expansion of Neil Ackland's role within oOh! to further build the importance of its content and creative offering and grow the medium into an important public space media, while delivering information and entertainment to consumers.

The Junkee Founder and CEO, who became part of oOh!'s Executive Leadership Team (ELT) two years ago following oOh!'s acquisition of the digital publisher, now becomes Chief Content, Marketing & Creative Officer. The expansion of his role will see Junkee Media and oOh!'s creative and marketing functions merge to become one team.

Mr Cook said: "oOh!'s content and creative proposition is unique in Out of Home, and we saw an opportunity to leverage this and become a true public space medium under the leadership of Mr Ackland and our talented Content, Marketing & Creative team.

Other changes in the realignment of the business include the:

- appointment of Tim Murphy to the ELT in the newly created role of Chief Sales Officer, where he will be charged with driving revenues for oOh! and results for its advertisers;
- Data & Insights, Customer Strategy and Network teams being added to the Product Strategy team, led by Robbie Dery, Chief Commercial & Product Officer, to better integrate product delivery;



- Delivery Excellence team now reporting into Noel Cook as Chief Commercial & Operations Officer, bringing closer alignment with in-field teams, technology improvement teams and commercial partners; and,
- appointment of Nick Vile, General Manager of oOh! New Zealand, to the ELT.

The changes will take effect from 1 June 2020.

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### **About oOh!media**

oOh!media is a leading Out of Home media company that is enhancing public spaces through the creation of engaging environments that help advertisers, landlords, leaseholders, community organisations, local councils and governments reach large and diverse public audiences.

The company's extensive network of more than 37,000 digital and static asset locations includes roadsides, retail centres, airports, train stations, bus stops, office towers, cafes, bars and universities.

Listed on the ASX, oOh! employs around 800 people across Australia and New Zealand, and had revenues of \$649 million in 2019. It also owns digital publisher Junkee Media, printing business Cactus, and experiential provider oOh!Edge.

The company invests heavily in technology, and is pioneering the use of sophisticated data techniques that enable clients to maximise their media spend through unrivalled and accurate audience targeting. Find out more at [oohmedia.com.au](http://oohmedia.com.au)