



MEDIA RELEASE

Avid Collective announces additional senior commercial appointments

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Digital media network Avid Collective today announced two additional senior appointments to the company's commercial team.

Tom Gunter, currently Head of Sales & Partnerships, has been promoted to Commercial Director and is now responsible for the entire commercial function of the group. In addition, **Leah Stalker** joins Avid as a Senior Commercial Manager and will report to Gunter.

The additions to the team follow the recent announcement that Georgia Faure has joined Avid as Head of Digital, with Batoul Peters also joining as Client Solutions Director.

The latest appointments follow the rapid growth of Avid Collective, which recently rebranded from Where To Media, reflecting the company's desire to unite its multiple digital brands under the one network.

Gunter has been with Avid for 18 months as Head of Sales & Partnerships. Prior to that he was Senior Account Director at APD, operating as the client service lead across partnerships for accounts including Dell, Chemist Warehouse and Rebel Sport. Prior to this, Gunter was at shopping publisher, Spreets.

Stalker comes to Avid from WeThinkMedia, where she was Senior Partnership Manager, representing the New York Times and CNBC International in Australia. She has also held senior sales roles with location data technology company Blis, and agency sales roles at SBS and Seven Affiliate Sales.

Avid Collective Managing Director and Co-Founder, Luke Spano, said the appointments position the company well for further growth.

"Tom has proved himself to be a valuable sales leader at Avid and is highly respected by the team. His promotion to Commercial Director is well deserved and Tom will work closely with me to spearhead our focus on growth. Similarly, Leah has strong sales credentials and experience and will complement our sales team as we work with our clients to deliver business solutions," he said.

"COVID-19 continues to impact our industry, however, we believe that expanding our team sets us up well for the increasing amount of time consumers will spend online in the coming months."

Avid Collective recently announced a rebrand following the significant growth of the business, which was originally Where To Media.

The Avid Collective network now consists of digital brands that focus on local experiences, travel, home inspiration, shopping, sustainability, wellness and pop culture. The new media brands include 'Add To Cart Australia', 'For The Home Australia', 'Where To Travel', 'Thriving Planet AU', 'Best Life Australia' and 'Culture Feed AU'.

Avid Collective currently works with some of Australia's largest brands across a variety of industries, including retail giant eBay, Pernod Ricard-owned alcohol brand Kahlua and iconic Australian tourist attraction site BridgeClimb.

Additional appointments to the company's digital and commercial teams are set to be announced in coming weeks.

Ends

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About Avid Collective

Avid Collective is an audience-led branded content solution, that represents a network of seven owned digital media brands. Avid's network communicates to digital audiences via a unique, short-form video format called 'video articles'. The video articles, when sponsored, directly integrate brands into the content format. The group publishes more than 1,500 video articles per month through its network of websites and social pages, reaching more than six million Australians.

Across the network of brands: Where To focuses on local experiences, Where To Travel on travel experiences, For The Home Australia on home inspiration, Add To Cart on shopping, Thriving Planet AU on sustainability, Best Life Australia on wellness and Culture Feed AU on pop culture. More information at: avidcollective.com.au