



Avid Collective Pty Ltd
1/105 Reservoir Street
Surry Hills 2010 NSW Australia

MEDIA RELEASE

Native Content Network Avid Collective announces nine new staff, with more in the pipeline

29 September 2021

Native content network, Avid Collective today announced the appointment of nine new staff to the company's Sydney team.

The latest appointments follow the continued rapid growth of Avid Collective on the back of its personalised native content at scale offering focused on driving greater consumer influence for brands.

The new hires include:

- **Robert Ewing** joins as a Senior Commercial Manager to focus on Avid's Agency partnerships. He was previously with oOh!, where he was a Business Manager for more than two years and also spent nearly five years at Mindshare, with his last two in its Integrated Partnerships team.
- **Tessa Coulter** joins as a Senior Commercial Manager to focus on Avid's travel, tourism and entertainment partnerships. Previously Coulter was at Ticketek/TEG, with her last role as the Digital & Partnerships Sales Director for APAC.
- **Gray Roberts** joins as a Senior Commercial Manager to focus on Avid's Retail partnerships. Previously Roberts was the Chief Commercial Officer for the National Online Retailers Association, was ANZ Sales Manager at Uber and a Retail Sales Manager at Groupon.



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- **Ashleigh Pitcher** joins as a Senior Campaign Manager to lead Avid's native content campaign executions across both agency and direct clients. Previously Pitcher was the Strategy and Planning Director at boutique performance agency, Ambire.
- **Madeline Spicer** joins as a Campaign and Strategy Manager, reporting to Pitcher and working on client campaigns as well as the development of strategies supporting the new business team. Spicer joins from Group M agency Xaxis, where she was a Senior Client Success Executive.

Additional hires include **Alessandra Allegretti**, **Veena Chandar** and **Kim Tran** as content editors, working as writers for Avid's seven owned media brands, and **Samantha Callery** as a business development executive, working on supporting the entire commercial partnerships team.

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

"These hires are a reflection of the significant growth we've been able to achieve in the last 12 months. We've taken remarkable strides in both extensively growing our media network and expanding the advertising partners we work with. A huge congratulations to the entire team and we are so excited to welcome such exceptional talent into the business," he said.

Spano also said Avid Collective has further expansion plans in the works.

"We have a couple of major announcements we are planning in the next quarter that will further enhance our offering which will drive further growth and expansion. We believe these hires hold us in good stead to take the next steps in our company's journey," he said.



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Earlier in the month Avid announced the launch of its new native content targeting solution, Avid Data, giving Avid advertisers access to consumer data segments that leverage data points from suppliers such as Unpacked by Flybuys, Lotame, Eyeota, Roy Morgan, Nielsen and Domain.

Avid Collective also launched AVA last month, which was developed to supercharge the performance of native content across Avid's digital media network, and to simplify workflows at every stage of the content publishing lifecycle.

Avid Collective has grown significantly in its four years of operation, having launched as a niche media brand in 2017. Originally called Where To Media, the group rebranded to Avid Collective last year as part of its launch as a broader digital media network. In addition, Jason Scott (former CEO of Allure Media) and Peter Wiltshire (former Chief Revenue Officer of Nine) joined Avid's advisory board.

Avid Collective has worked with clients including eBay, Coles Liquor, Unilever, Destination NSW, Pernod Ricard, Dell, Coca-Cola Amatil, Zambrero, Citibank and BridgeClimb.

Ends

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About Avid Collective

Avid Collective is an independent, Australian-owned media and technology business that leverages its digital media network and proprietary marketing platform AVA to enable brands to influence consumers through engaging, personalised native content at scale. Avid Collective is most well known for Avid Media, which reaches



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more than 6 million Australians every month through its owned network of seven digital media brands.

Alongside Avid Collective's original lifestyle and local experiences brand 'Where To', Avid owns and operates media brands across shopping and retail with 'Add To Cart', home inspiration with 'For The Home', Australian travel destinations with 'Where To Travel', environment and sustainability with 'Thriving Planet', health and wellness with 'Best Life Australia' and pop culture with 'Culture Feed'.

More information is available at: avidcollective.com.au

About AVA

Avid's proprietary marketing platform, AVA, is an automation and analytics platform that has been developed to supercharge Avid's ability to engage digital audiences across its digital media network and for its advertising partners.

More information is available at:

<https://avidcollective.com.au/avid-marketing-platform/>