

# New appointments at TMG

Times Media Group has bolstered its ownership of broadcast and digital assets over the past year. As such, numerous promotions and new appointments have been made that align with TMG's strategy to deliver integrated market intelligence that benefits the philosophy of providing diagnostic advertising solutions:

**Trevor Ormerod:** Currently GM revenues and strategic communications, has been promoted to general manager, group sales. Prior to joining TMG in 2011, Ormerod's experience included significant executive management in print, radio and television, which will serve him well in overseeing the sales functions across the entire TMG stable of print, online and broadcast businesses. This will also ensure TMG's integrated offerings are maximized.

**Reardon Sanderson:** Deputy GM, newspaper revenues. Sanderson takes on a broader management role in the newspaper team and will be focused on ensuring that innovations of TMG's print titles are constantly investigated and revenues optimized.

**Esmé Deken:** Head, market intelligence. Deken's responsibilities have grown to manage and interpret market-research across all platforms, ensuring TMG's sales and editorial teams are aware of cutting-edge information and market trends. This all contributes to solidifying the strategic direction of opportunities offered to clients.

**Natalie Stephan:** Head, trade marketing. Stephan's portfolio now expands to allow her expertise in trade marketing to benefit the newspaper assets as well as grow advertising and marketing opportunities on the broadcast acquisitions.

**Mauro Black:** Promoted from national sales manager: agencies to group head: integrated sales. Black has more than sixteen years experience in the media industry across print, digital and TV and will help position TMG as a one stop sales shop for packaging opportunities across all the TMG media assets.

**Marc Middlecote:** Promoted from national sales manager: retail to national sales manager: agencies and retail. Middlecote's bigger portfolio means his clients will not only benefit from his retail understanding of regional media markets, but his longstanding relationships with the industry will ensure Marc remains a trusted resource. In addition Marc will continue to drive TMG's diagnostic approach to help position advertisers' strategies comprehensively across TMG's nationwide titles and deliver broad-based LSM profile reach.

**Shayne Quinlan:** Times Media's newly appointed business manager: radio. Quinlan will be heading up the newly formed in-house radio sales team. With his wealth of radio experience from time spent at SABC, Mediamark and OMD, Shayne will not only use his radio and leadership experience, but will be available to give clients comprehensive strategic insights into their campaigns.