

BBC Worldwide Press Office

BBC Worldwide Australia

Level 5, 6 Eden Park Drive, Macquarie Park NSW 2113

MELISSA MADDEN APPOINTED DIRECTOR OF BRANDS AND MARKETING
BBC WORLDWIDE AUSTRALASIA

Sydney, 6 February 2013: The former Director of Marketing for the Seven Network, Melissa Madden, has been appointed to the role of Director of Brands and Marketing at BBC Worldwide Australasia, announced Blair McQuade, the Acting General Manager.

Melissa has over 20 years of senior experience managing the marketing functions of blue chip brands, including Qantas Airways, Jetstar Airways and the Seven Network.

As Director of Brands and Marketing, Melissa will be responsible for the effective management of BBC Worldwide Australasia's marketing department, delivering marketing and brand management services across all business areas, from channels, global brands and consumer products to programme sales, advertising sales, digital and live events.

She will lead the team that provides marketing, brand development and consumer insight expertise to the business, creating a cohesive marketing strategy and maximising the value of BBC Worldwide's brands.

Working closely with the incoming MD for Australasia, Jon Penn, and the executive leadership team, she will help to drive the business strategy in Australia and New Zealand, so that BBC Worldwide can maximise revenues and growth in territory.

Says Blair McQuade: 'Melissa has an impeccable track record in launching new brands and consolidating portfolios for maximum impact and growth. As BBC Worldwide Australasia looks to an exciting future of growth, her experience in marketing media brands and her vision for new brand development will be an asset to the business.'

Says Melissa Madden: 'I am thrilled to be joining the BBC Worldwide team in Australia and New Zealand. BBC is one of the world's great brands and is poised for a new chapter of growth and engagement in our market under the leadership of Jon and Blair. It is very exciting to be part of this and I look forward to building on the success already achieved by the team.'

Melissa was Director of Marketing at the Seven Network from 2004 until July 2012, formulating and implementing all strategic marketing planning initiatives for the Seven Network, including Channel Seven and digital channels 7two and 7mate. During this time, Seven's portfolio of channels grew from number two to number one in Australia, with a 30.4% share of available audience in 2011/12. Melissa was also responsible for the digital strategy for Channel Seven including the launch of Yahoo7, 7 News Digital and Plus 7.

From 2003 to 2004, Melissa was Head of Marketing for Jetstar Airways, establishing the brand and marketing strategy for the launch of the low cost carrier and seeing it through to implementation.

For ten years prior to this (1993-2003), Melissa was the General Manager for Marketing at Qantas Airways. She was responsible for the global marketing communications for Qantas and all its products and services, including brand strategy, advertising, sponsorship and promotions.

Melissa will start at BBC Worldwide Australasia in March. She replaces Amanda McGregor who moved to BBC Worldwide in the UK.

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For more information, please contact: Laura Dumbrell, Head of Communications BBC Worldwide Australasia, on 02 9744 4502 or laura.dumbrell@bbc.com

NOTES TO EDITORS

About BBC Worldwide Australasia

Australia is a priority territory for BBC Worldwide, focusing on growth across all five of its core businesses. In 2011/12, BBC Worldwide Australasia increased revenue by 9% on the previous year, generating AUS\$140m. Based in Macquarie Park, Sydney, BBC Worldwide Australasia wholly owns five channels; UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. It distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. BBC Worldwide Australasia works with partners to bring BBC Worldwide DVDs, magazines, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned bbc.com news site and lonelyplanet.com. Australia is the most successful territory for the global BBC iPlayer.

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