

TrinityP3 hires three and promotes one as business grows



By Chris Pash | 1 February 2021



Marketing consultancy TrinityP3 has appointed three and promoted one on the strength of business growth in Australia.

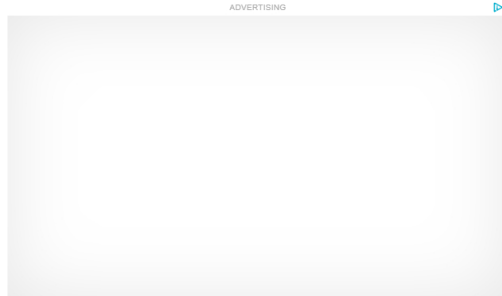
The business in Australia and New Zealand has experienced significant growth across all services coming out of the initial impact of the COVID-19 pandemic.

As well as tender management, there has been increased demand to help organisations align internal and external marketing capabilities and services.

"The impacts of the pandemic have forced plenty of marketing organisations to review marketing strategy in short order, only to find having done so that their structures, capabilities, processes and agency rosters are no longer aligned to their evolved strategy," says TrinityP3 Australia and New Zealand managing director Nathan Hodges.



(l-r) Kylie Sandercock, Kate Guaran, Lydia Feely, David Angell



"This has meant that many more marketers have been turning to us for an independent assessment and for design recommendations to deliver productivity and improve performance, not only in marketing itself but also externally, across agency rosters."

Trinity P3 has made a number of key appointments.

Kylie Sandercock has joined TrinityP3 as a finance consultant. Kylie has extensive industry experience across advertising agencies and adtech companies in developing and managing investment and financial reporting. She will be working with long-term TrinityP3 senior consultant Lyndon Brill in expanding the application of the rigorous and diligent financial analysis that is applied to virtually every TrinityP3 project.

Marketer **Kate Guaran** is also joining the TrinityP3 consulting cohort, adding to the depth of marketing experience and insight, and is already working with an overseas client on the bespoke design and global roll-out of an agency management training program.

Returning to the company is **David Angell**, following a stint in Singapore as the COO at Havas, to take on the role of business director in Melbourne. David will be working with managing director, Nathan Hodges and the TrinityP3 media iLead, Stephen Wright, to expand our presence in this important domestic market.

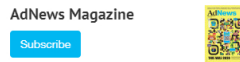
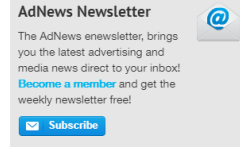
Lydia Feely, who's performed various senior roles within TrinityP3 over the past 10 years, has been promoted general manager, Australia and New Zealand and will work directly with managing director Nathan Hodges.

"It has been such an opportunity to be part of TrinityP3's development and transformation over the past decade," says Feely.

"As the challenges facing marketers have emerged and become more complicated, TrinityP3 has also evolved to meet those needs. It is exciting to take on more of a leadership role to manage the future growth and development of the business."

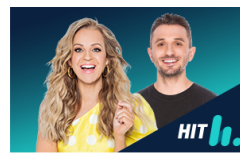
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