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TRINITYP3 ANNOUNCES NEW HIRES



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TrinityP3 Australia and New Zealand Managing Director, Nathan Hodges said: "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. 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".



L-R: Kylie Sandercock, Kate Guaran, Lydia Feely, David Angell

In respond to this increased demand, Trinity P3 has made a number of key appointments.

Kylie Sandercock has joined TrinityP3 as a finance consultant. Sandercock 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



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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 Lead, Stephen Wright, to expand our presence in this important domestic market.

Given the expansion of the consulting cohort, Lydia Feely, who's performed various senior roles within TrinityP3 over the past 10 years, has been promoted to the position of 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. 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," said Lydia Feely, General Manager, TrinityP3 Australia and New Zealand.

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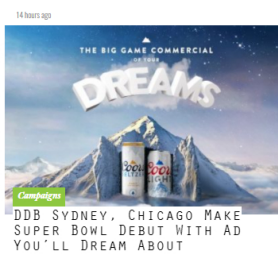
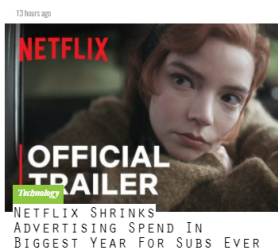
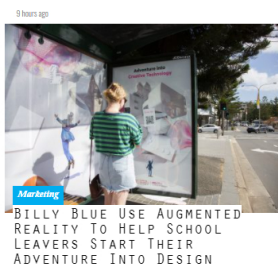
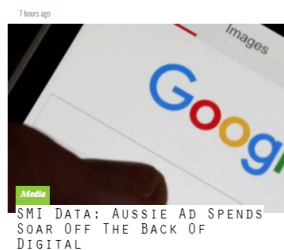
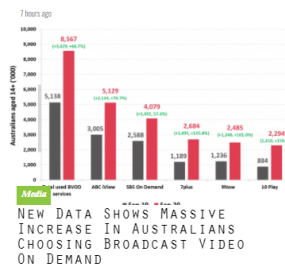
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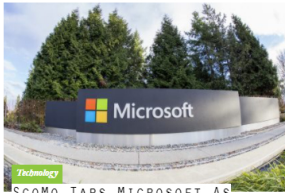
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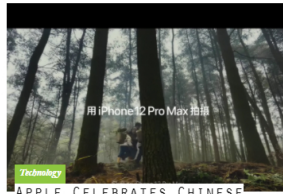
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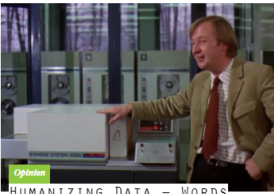
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