

NEWS

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## Havas' head of new business exits to rejoin TrinityP3

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by [ANDREW BANKS](#)



Anita Zanesco has returned to TrinityP3.



Anita Zanesco

Anita Zanesco has rejoined TrinityP3 in Australia after leaving her role at Havas, where she was head of new business for two years.

Prior to Havas, Zanesco was a senior consultant with TrinityP3 and returns to take on the role of business director where she will be working closely with Nathan Hodges, managing director and Lydia Feely, general manager, Australia and New Zealand.

Managing Director at Trinity P3, Nathan Hodges said: "It is terrific to welcome Anita back to the team and I look forward to working with her on further developing the reach and breadth of the consulting offering".

Zanesco remarked: "After two years back on the agency side, driving new business development, I have a fresh appreciation of the challenges the industry is facing, not just in selecting the right marketing partner, but in integrating and communicating the broad agency offering to the market in a compelling and distinctive way".

Lydia Feely, GM at at Trinity P3, added: "Anita has always provided a strong agency perspective within the TrinityP3 consulting group based on her industry experience and this will be even more impactful in her business director role."

Her appointment is effective February 1, 2022.

Darren Woolley, founder & global CEO at Trinity P3 Global Marketing Management Consultants said of Zanesco's re-appointment: "It is always exciting when great people decide to return to the company after leaving. This has included David Angell, Nick Hand and now Anita Zanesco, all in the past 2 years."

GOT A TIP?

### Andrew Banks

Andrew is an editor and journalist with over 27 years' experience, working across publications including news.com.au, The Sunday Telegraph and The Australian newspaper.

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