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TrinityP3 bolsters capability following buoyant 12 months

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by [OLIVIA KRUIMEL](#)



Marketing management consultancy TrinityP3 Australia and New Zealand has reported growth in demand across all services, in particular services to assist organisations in aligning internal and external marketing capabilities and services.

In respond to this increased demand, TrinityP3 has made a number of key appointments and a promotion.

Kylie Sandercock has joined TrinityP3 as a finance consultant. Sandercock has 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.



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

Marketer, Kate Guaran is also joining the TrinityP3 consulting cohort and is already working with an overseas client on the bespoke design ing and the global roll-out of an agency management training program.

Lastly, David Angell, returns following a stint in Singapore as the COO at Havas, to take on the role of business director in Melbourne. Angell 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 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 Feely.

Hodges added that as the COVID-19 pandemic forced marketing organisations to review marketing strategy in short order, more marketers had been turning to TrinityP3 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".

The consultancy founded by Darren Woolley celebrated its 20th anniversary in early 2020.

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Olivia Kruimel

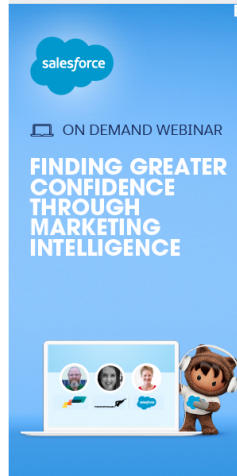
Olivia Kruimel is the managing editor - news & analysis at Mumbrella. She has more than 15 years of experience in journalism, communications and marketing. Her journalism career began at Fairfax Media (now part of Nine) and includes various B2B publications such as B&T, which was under the leadership of Mumbrella founder and editor-at-large Tim Burrows at the time. As a marketer Olivia has worked for Standard Chartered and various global law firms.

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