



Press release

TrinityP3 appoints three and promotes one on the strength of business growth in Australia

02-09-2021 08:38 AM CET | Advertising, Media Consulting, Marketing Research
 Press release from: TrinityP3



bark.com
 {PH_0} Social Media Agencies

Coming out of the initial impact of the COVID-19 pandemic in early 2020, TrinityP3 Australia and New Zealand has experienced significant growth in demand across all services. Beyond their tender management, there has been increased demand to assist organisations in aligning their internal and external marketing capabilities and services.

TrinityP3 Australia and New Zealand Managing Director, Nathan Hodges says; "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".

In response to this increased demand, TrinityP3 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 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" says Lydia Feely, General Manager, TrinityP3 Australia and New Zealand.

TrinityP3 Australia
 Suite 702, 53 Walker Street
 North Sydney NSW 2060
 Australia
 t: + 61 2 9964 9900
 e: anz@trinityp3.com

TrinityP3 is a global marketing management consulting company with offices in Sydney, Singapore, London, New York and Zurich. Its purpose is to advise marketers and their agencies on ways of working to deliver improved performance and productivity in addressing the six biggest challenges facing marketing today.
 You can read more at <https://www.trinityp3.com/>

This release was published on openPR.

Permanent link to this press release:

<https://www.openpr.com/news/2238317/trinityp3-appoints-three-and-promotes-one-on-the-strength>

Please set a link in the press area of your homepage to this press release on openPR. openPR disclaims liability for any content contained in this release.

Share Tweet Email

You can edit or delete your press release *TrinityP3 appoints three and promotes one on the strength of business growth in Australia* here

Delete press release

Edit press release

News-ID: 2238317 • Views: 146



{PH_0} Social Media Agencies - Prices to Suit All Budgets

Ad bark.com



Global Endoscopy Ultrasound Market to Expand 1.5x between...

openpr.com



Huge Pram Sale On Now

Ad Baby Kingdom Alexandria



Electric Dryers Market is Projected to Grow Massively in Near

openpr.com



There's Magic in the air and on mainstage

Join **Earvin "Magic" Johnson** at Perform 2021



Perform

Feb. 9 - 12

[Register free](#)

Comments about openPR

OpenPR is clearly structured and remains true to its principle of confining itself to the essential parts. OpenPR has proven to be a very good and reliable partner to our media agency. Within the shortest time the releases are online and go down well with the media representatives. The success of OpenPR is reflected in the steadily increasing number of press releases. It is good that OpenPR exists!
 Ursula Koslik, Director Marketing & PR, F+W Hamburg



Your Press Release on **Google News**



Press Release in German on **openPR.de**

More Releases for Australia



02-21-2019 | Tourism, Cars, Traffic
Dataforce Verlagsgesellschaft für Business Informationen mbH

Australia – A Dataforce insight

Australia, the land of the Ute (Pickup), Cyber Cars (Dealer volume demos), Novated leasing and annual registrations of around 11 million new cars has now become one of the latest markets to enter our portfolio. We are putting together a series of articles to hopefully give some fresh Dataforce insights into the Australian market place, with a firm eye on the True Fleet channel. With a constantly expanding population and...



04-11-2018 | Industry, Real Estate & Constr ...
StoreWALL Australia

StoreWALL Launches into Australia

Expand and organise your space with wall-mounted storage solutions from StoreWALL. StoreWALL is a premium wall-mounted storage system for home and business. The range covers wall panels, hooks, baskets, bins, brackets and shelves. Everything you need to efficiently organise and store items in the home or commercial space. With superior materials and construction, our products are built to last. Plus, you won't find a system that's easier to install. StoreWALL systems...

01-12-2018 | Health & Medicine
WISE GUY RESEARCH CONSULTANTS PVT LTD

Baby Food in Australia

Latest Report on Baby Food in Australia The impact of milk formula shortages continued to be keenly felt in Australia in 2016. The press consistently covered the complaints of parents nationwide, with many facing empty shelves and buying restrictions in chemists and supermarkets. Australia's two leading supermarkets, Coles and Woolworths, maintained limits on purchases of milk formula, capping purchases at two and four units per customer respectively. International demand for local...

ReportsWeb
Knowledge - Analysis - Excellence

07-05-2017 | Advertising, Media Consulting, ...
ReportsWeb

Coffee in Australia

ReportsWeb.com has announced the addition of the "Coffee in Australia" The report focuses on global major leading industry players with information such as company profiles, product picture and specification. Influenced by the strong café culture in Australia, consumers are increasingly interested in the origins and tastes of their coffee products. Consumers ask more questions about where their coffee is from and this is reflected in the strategic plans of large companies....



06-08-2017 | Business, Economy, Finances, B ...
ReportsWorldwide

Agrochemicals Market in Australia

ReportsWorldwide has announced the addition of a new report title Australia: Agrochemicals: Market Intelligence (2016-2021) to its growing collection of premium market research reports. The report "Australia: Agrochemicals: Market Intelligence (2016-2021)" provides market intelligence on the different market segments, based on type, active ingredient, formulation, crop, and pest. Market size and forecast (2016-2021) has been provided in terms of both, value (000 USD) and volume (000 KG) in the report. A...



02-13-2017 | Business, Economy, Finances, B ...
ReportBazzar

Cheese in Australia

Australian consumption of cheese remains buoyant with increasing demand for better quality cheese and a move away from processed cheese. In particular, cheese retail value grew 2% in current terms in 2016, up from 1% in 2015. Positive research, in recent years, on the benefits of dairy fats also contributed to increasing demand for full fat cheese. Demand for cheese was also partly fuelled by Australian consumers enjoying cheese, especially...