

Media Release

JERICO ADDS SENIOR APPOINTMENTS AS GROWTH CONTINUES

New Zealand appointments fuel expansion engine

Auckland, NZ – 24 September 2014 - Jericho Digital Communications has made two senior appointments to the New Zealand and regional operation in response to strong growth in New Zealand, Australia and Asia.

John Holley has been appointed Regional Operations Director while Lindy Shuttleworth has been appointed Digital Marketing Strategist. Both roles are based in New Zealand with a remit that extends from New Zealand to Asia.

‘We’re very pleased to welcome John and Lindy as part of the expanding team to support our regional growth,’ stated group CEO, Paula Harrison. ‘We’re continuing to build strong local teams on the ground in each market that also add huge value to our regional brains trust. Our ability to quickly deliver return on investment is resonating with marketers and driving demand for our services.’

As Regional Operations Director, John Holley is responsible for the delivery of digital services and the day-to-day execution of campaigns for over 500 brands in Asia Pacific.

John was most recently one of the lead planners for the military force that was part of the UN Mission in South Sudan (UNMISS) and has spent much of his career in operations and technology roles in military and corporate settings. Corporate experience includes operational roles at Visible Results and Auckland Regional Council as well as a Board member of ChildFund NZ, Accelerating Aotearoa and Liston College.

Lindy Shuttleworth joins Jericho as Digital Marketing Strategist, a role that helps clients connect marketing objectives with digital marketing strategies, programs and tactics.

Lindy has a track record of successfully building brands in the digital space through roles at Designworks, Yoobee, Ideaworks, Generator and Capital I. Her experience in UK, South Africa, South East Asia, Australia and New Zealand runs across digital, advertising, start-up, retail, telco and security sectors.

‘Jericho’s success in New Zealand helps fast track success across the region,’ said Chris Lowther, CEO NZ for Jericho. ‘As the technology and operations hub behind the digital success of household brand names like St George Bank, Advintage, IAG, Far East Hospitality and Flight Centre (NZ), we are keen to add the best and brightest – like John and Lindy – to the Jericho team.’

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