

ACM invests heavily in people with major appointments across the business.

WEDNESDAY, JUNE 2, 2021 - ACM has today confirmed a number of new appointments as it sets itself up for growth.

ACM Managing Director Tony Kendall said: "It's an exciting time to be at ACM. The commitment from the owners to continue to invest in the business and focus on growth allows us to attract and retain high-calibre people and I'm excited to be announcing a number of changes and new appointments today across editorial, commercial and marketing."

Editorial

In editorial, ACM welcomes two leaders in their field in Jen Melocco as the National Property News Director and Karen Barlow, who joined in April as Chief Political Correspondent based in Canberra.

Jen Melocco joins us from Domain in Sydney where she was the editor of the hugely popular Domain Magazine, which is a lift out in the Sydney Morning Herald and the Australian Financial Review, along with the national Domain Prestige magazine, which is also inserted in the Australian Financial Review.

Editorial Director Rod Quinn said: "Jen brings a wealth of experience covering property around the country. As we look to build our property audiences and penetrate more markets Jen will provide the perfect balance of quality journalism and leadership to a rapidly expanding property team.

Ms Melocco said: "Having worked with Executive Chairman Antony Catalano in his time at Domain, I was eager to play a part in the company he is leading. I've seen first-hand what he can achieve by combining a publishing business with a property portal and I am inspired by his vision for this business. My role will cover the ACM assets and realestateview.com.au and I look forward to building the role we play in the property media space.

Karen Barlow has had a 25-year-career in journalism largely in federal political reporting, including with ABC Lateline and as a federal political reporter for SBS.

Mr Quinn said: "We are delighted that Karen has joined our federal political bureau in Canberra. Karen will bring invaluable experience to our team and her appointment reaffirms the importance of high quality federal political coverage to The Canberra Times and ACM more broadly.

Ms Barlow said: "It is a great honour to join the fantastic team at The Canberra Times as Chief Political Correspondent." Ms Barlow said.

"Canberra is my home and federal politics is my life. The Canberra Times has a deserved reputation for independent, determined and professional journalism that I vow to continue."

Commercial

A number of new appointments and changes can be announced in the commercial team.

ACM Chief Revenue Officer **Sharon Fitter** said she was "excited to be bringing in the quality of talent that we are. It's a testament to the business we are building that we can attract such high-calibre individuals. The commercial division's mission is to grow our customers' business through insights-led, creative media solutions and I'm confident with the changes and additions we're announcing today we are well positioned to deliver on this promise."

Anna Hosking has been promoted to Commercial Director - National Sales looking after the agency sales team nationally. Anna has been with the business for 18 months and has been integral in establishing the new in-house Vic agency sales team and the solutions-led approach to national sales.

Ms Hosking said: "I'm excited to be leading the national sales team through this time of transition and growth. ACM is a leader in the regional media landscape, however we are quickly growing and diversifying and it's exciting to be a part of it. In the national client and agency space, we play an important role in delivering accountable marketing solutions using not only ACM's strong regional assets but the full portfolio of ACM's associated businesses. I'm pleased to have such a strong team around me as we share with the market our expanded products and capabilities.

Nathan Soulsby joins as Sales Director - NSW National Sales reporting to Anna Hosking. Nathan has held a number of senior roles at SCA, across both Sydney and the Central Coast.

Mr Soulsby said: "I'm pumped to bring my energy and experience to what I know is already a great company. I'm really proud of what I have achieved at SCA regional over the last 5 years. Stepping into this role at ACM, at a point in time where the regional markets and local news is both of high importance and evolving post-pandemic. I am personally thrilled to get in with the team and create something special."

Sam Westaway joins as the National Client Solutions Director responsible for creating and monetising bespoke commercial assets across the suite of ACM brands. Sam has spent the past seven years in senior media agency roles including running Bohemia's Melbourne office.

Westaway said he "was attracted to the ACM business with its entrepreneurial ownership and approach, talent within the business and a clear growth mindset. I look forward to working with Sharon, Anna and the high performing team that they are building."

Other internal movements include the promotion of **Angela Haydon** to Sales Director - VIC National Sales.

Marketing

Sally Roscholler joins ACM as the Trade Marketing Manager reporting to the CMO Paul Tyrrell. Sally joins ACM having spent 16 years at News Corp Australia most recently as Trade Marketing Manager for the Herald Sun and The Weekly Times.

Mr Tyrrell said "it's great to have someone of Sally's experience join the business at this time when we plan to significantly increase the presence of ACM in the market. Sally's role will touch all parts of the business including National Sales, Enterprise Sales, Agriculture and Property.

Ms Roscholler said "it's a privilege to be joining such a progressive company in touch with the audiences it serves. I look forward to working with Paul and the team to share ACM's impressive story and how we can bring campaigns to life for our agencies and clients."

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