

Lisa Levesque joins ACM as Victorian Strategy Director

TUESDAY, OCTOBER 27, 2020 - ACM are delighted to announce the appointment of Lisa Levesque in the newly created role of Victorian Strategy Director.

During an exciting period of change at ACM, following the recent announcements of 2 new titles being the Northern Rivers Review and the Northern Beaches Review along with the \$100M joint venture with realestateview.com.au, Levesque's appointment will further enhance ACM's strategic proposition to both agencies and national clients.

Anna Hosking, Victorian Commercial Director said, 'Lisa is a highly respected strategic professional in our industry. We're looking forward to tapping into her wealth of experience through the development of commercial strategies for our clients and the broader business. Lisa's expertise will be valued not only within our National Sales function, but also more broadly across the growing ACM business'.

With over 20 years experience on both media agency and publishing sides, Levesque most recently led the National Strategic Insights function at Southern Cross Austereo, developing commercial strategies and insights that fuelled growth. Levesque says "I am really excited to join ACM at a time of transformation and growth. Australia's sense of community has never been more important nor has our reliance on news and trusted voices. Add to that the migration of city folk to regional Australia and ACM's proposition becomes extremely compelling for national advertisers. I look forward to helping our client partners leverage that opportunity".

Anna Hosking added "We went through a rigorous recruiting process to find Lisa and we couldn't be happier to have her come on board. We want to attract and retain quality talent as we continue our evolution as a business."

Lisa commenced with ACM on October 19th.