

Network Ten appoints Kylie Rogers as sole National Sales Manager

15 December 2010

Network Ten today announced that Kylie Rogers had been appointed sole national sales manager, following the appointment of joint national sales manager Stephen Leeds as general manager of TVQ Brisbane, effective 17 January 2011.

Ms Rogers is currently joint national sales manager, based in Sydney with co-responsibility for national sales management and direct management of the Sydney and Brisbane markets.

As a result of this change, the Melbourne, Adelaide and Perth sales managers will also now report directly to Ms Rogers, in addition to the leaders of the Research and Revenue, Commercial Scheduling and Sales Strategy and Integration groups and the ELEVEN, ONE and Direct sales teams.

Ms Rogers joined Network Ten in sales in Melbourne in 1997. Since that time she has served in a variety of senior roles, across the Melbourne, Brisbane and Sydney markets. She was promoted to the role of Sydney sales director in July 2007, before being appointed joint national sales manager in December 2008.

Network Ten CEO Grant Blackley said: "Kylie is a skilled, dynamic and proven leader who gets results. For the year ahead, Network Ten is taking to market three distinct channels with strong programming, clear audience profiling and exciting digital media extensions for each. I have every confidence that Kylie will deliver on the commercial potential of this unsurpassed suite of broadcast assets."

Kylie Rogers said: "I am honoured to head the Network Ten sales operation, and to lead our highly experienced, innovative and committed team nationally. This has been a strong year for free-to-air television and I am relishing the opportunity to further engage advertisers with TEN, ONE and ELEVEN in meaningful and successful ways in 2011 and beyond."

– Ends –

Contact

Jeannette McLoughlin
Head of Corporate Communications
Network Ten
T: 02 9650 1012