

MediaCom Australia strengthens National Investment Team

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After the recent departure of Paul Brooks, MediaCom has made some significant moves to strengthen its Investment product nationally.

MediaCom Australia has secured Nicole Turley from Starcom as the new leader of its National Investment team. Nicole will report into CEO Mark Pejic. She will be supported by the internal promotion of three Investment specialists: Jane Henderson and Ashley Earnshaw in Sydney, and Brett Elliott as Melbourne Head of Investment

"It is always a challenge to structure a succession plan in our business but it's something we have been actively doing for some time," said CEO Mark Pejic. "We are sad to see Brooksy move on but at the same time delighted with the opportunity to create broader and deeper roles for our great existing talent such as Brett, Jane and Ashley. They will all combine well with the recent promotion of Bryan Magee as National Head of Digital. This, along with the injection of new talent through Nicole, means we couldn't be happier with how it has worked out."

Nicole said of the appointment; "I am really looking forward to working with such a great national team at MediaCom, building on an extremely strong trading and investment product. The future at MediaCom is really exciting." Prior to joining MediaCom Nicole was National Investment Director at Starcom Mediavest Group.

MediaCom's internal promotions include:

Head of Investment - Melbourne - Brett Elliott

Brett has been with the MediaCom business for over 14 years and has been a significant part of its evolution and success. CEO Mark Pejic said: "with Brett we have one of the country's very best and our last year of defence around client partners such as CUB would not have been possible without his experience and intelligence. As many of our clients and consultants know, Brett is a smart and trusted operator. We are delighted to have this position for him."

Head of Investment - Sydney - Jane Henderson

Jane Henderson has been promoted to the role of Head of Investment Sydney. Jane is highly respected within the ranks of MediaCom, MediaCom's

clients and importantly, the market. Since joining MediaCom Jane has become something of an expert in bedding down new business, winning YUM, IAG and FOXTEL in the last three years. Her measured character enables her to build trust and credibility quickly with client, media owners and internal stakeholders.

Head of Content and Partnerships - Sydney - Ashley Earnshaw

As Head of Content and Partnerships, Ashley will lead the activation and delivery of media partnerships, content and integration. This aims to deliver improved business results for our clients. Experienced beyond his years, Ashley has a broad skillset which enables him to offer business solutions and added value for his clients. He is ambitious and outcome orientated which yields results.

Paul Brooks, still active in the transition, said: "I am delighted for Brett, Jane and Ashley. Their promotions are well deserved and they will work well alongside Bryan Magee to define MediaCom's investment offering. I wish Nicole and the team all the best".

MediaCom Australia enjoyed a big year in 2013 fighting to retain over 30% of its national business and securing the majority of another (NSWG Buying). 2014 is expected to be just as exciting, where talent and product will continue to be a priority.

MediaCom was recently recognised for its excellence in creative media thinking by receiving four shortlist nominations in the Festival of Media Asia awards.

