

**Media Release March 28, 2018**

## **Val Morgan expands cinema sales team**

CEO of the Val Morgan Group, Dan Hill has announced an expansion of the cinema sales team, appointing Chris Norris to the newly created role of General Manager, Business Development.

Mr. Hill commented, "Media is a people business and as it becomes increasingly complex, it is important that we have the right resources and people available to help our clients." He added on Chris Norris' appointment, "With 13 years experience in the business there is no better qualified person to help our clients understand the true power of the big screen and cinema's role in the media mix."

Chris commented, "Val Morgan has never been so well positioned in market. My new role ensures that message goes to a wider group of clients and agencies looking to capitalise on the unique benefits of cinema."

Tim Bowen has been promoted to the position of Sydney Sales Director. Tim has 11 years media experience and has worked across both media agencies and media sales, with previous roles at UM, MediaCom, News Corp and MCN.

Tristan Wyse, National Sales Director commented, "With extensive industry experience across a range of platforms and a strong market profile, Tim is the perfect person to lead the Sydney cinema team forward into the future."

Tim commented, "It's an absolute privilege to be given the reigns to lead the Sydney sales team and continue the momentum, thought leadership and creativity that has been so well established by Chris and the wider team over the past few years. I look forward to what the future holds."

Val Morgan is committed to ensure clients are provided with the best end to end media solutions. Tristan added, "As the Val Morgan sales operation matures with more clients continuing to invest greater sums into cinema advertising these appointments allow for a greater focus on servicing their wider business needs and helping our clients maximise their investment with us."

### **For further information contact:**

Cally Scivetti, Marketing & Strategy Director | Val Morgan  
E: [cscivetti@valmorgan.com.au](mailto:cscivetti@valmorgan.com.au) T: 02 8113 5615

### **About Val Morgan**

Val Morgan Cinema Network is Australia and New Zealand's leading national supplier of screen advertising. Our network of over 2,000 cinema screens covers metro, regional and country areas and provides advertisers access to a sought after audience in a high impact environment, proven to deliver six times the engagement of television.

VMO is Australia's largest path-to-purchase digital network with 10,000 screens across 1,000 locations. In Australia and New Zealand, it offers digital screen advertising in out of home environments. VMO is a leader in audience engagement – a world class provider of live, dynamic digital outdoor and has pioneered the use of facial recognition and audience metrics software in digital out of home. Known as Dart.

Val Morgan is part of the HOYTS Group – A Wanda Group Company.

**Head Office**

Level 50, 680 George Street Sydney NSW 2000  
PO Box 20038 World Square NSW 2002  
T 02 8113 5600 F 02 8113 5672  
[valmorgan.com.au](http://valmorgan.com.au)

Val Morgan & Co (Aust) Pty Ltd  
ABN 28 004 806 857