

Val Morgan Group announces key senior leadership changes

Sydney, Australia – Friday 27th July 2018

Val Morgan Group has today announced a new look leadership team with three internal promotions across its Val Morgan Cinema and VMO businesses.

Tristan Wyse, Paul Butler and Jane King will take on new positions across the Val Morgan Group with Butler and Wyse promoted to Managing Director positions of the VMO and Val Morgan Cinema businesses respectively, whilst King takes on the role of Director of Marketing for Val Morgan Group.

Dan Hill, CEO, Val Morgan Group commented, “These key appointments will continue Val Morgan’s commitment to attracting and developing exceptional talent within the business. Tristan, Paul and Jane have extensive experience in the media industry which will help shape the future of Val Morgan Group and evolve our offering to meet the evolving expectations of our clients.”



With over 17 years media experience across the UK and Australia, Tristan Wyse steps into the Managing Director role for Val Morgan Cinema from his previous position as National Sales Director. Tristan has been instrumental in driving market share, revenue and business change across the cinema arm of the group.

Paul Butler moves into the Managing Director position for VMO from GM of Sales & Marketing. Butler has over 25 years extensive media experience across TV and Outdoor and has been instrumental in growing the VMO business. In 2014, he drove the launch of DART

Val Morgan Group
valmorgan.com.au
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The Val Morgan Group is Australia & New Zealand’s largest digital advertising network. Comprised of Val Morgan Cinema and VMO, the Val Morgan Group provides quality engagement for brands looking to connect with active consumers outside the home.

With the total network reaching 12 million consumers each week Val Morgan delivers targeted audiences at scale, providing brands a real solution to influence and impact active consumers.

(Digital outdoor Audience in Real Time), an industry first for digital Outdoor measurement, that has recently evolved to become DART360, VMO's proprietary audience insights platform.

Five months into her new role, since joining as Head of Marketing for VMO from APN Outdoor, Jane King's promotion sees her take on the position of Director of Marketing across both cinema and VMO. Her wider remit has King responsible for marketing and communications of the Val Morgan Group.