

Val Morgan appoints Adam Fischer as National Sales Director - Digital

Val Morgan has today announced the appointment of Adam Fischer to the role of National Sales Director for its newly launched Val Morgan Digital division.

Joining Val Morgan from Ziff Davis, where he worked across global brands such as IGN, Mashable and PCMag as Group Head of Sales, Fischer will be leading the national digital sales team and will report directly to the content division's Managing Director, Brian Florido who joined the business in September.

Brian Florido, Managing Director - Val Morgan Digital comments, "I'm thrilled to welcome Adam on board as we diversify the Val Morgan business into digital publishing. Val Morgan Digital is in an exciting stage of development and we're delighted to have Adam join our expanding team and help drive commercial growth for the business."



Adam Fischer adds, "It's a privilege to join the Val Morgan team and I'm looking forward to taking our new digital proposition to market. Val Morgan has the unique ability to create highly engaging content and distribute it beyond the personal device, into cinema, retail, health club and petro-convenience environments - this sets us apart from the market and delivers advertisers a fully integrated media platform built for attention."

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Val Morgan is an industry leader delivering premium, engaged audiences across Cinema, Outdoor and Digital platforms. Located throughout Australia and New Zealand, Val Morgan provides a 100% digital, full screen, advertising solution for brands looking to connect with highly attentive, active consumers. The Val Morgan network comprises of over 12,000 location-based digital advertising screens in cinema, retail, petro-convenience and fitness locations and offers digital publishing opportunities via its partnership with Fandom - the world's largest entertainment fan site and a new soon-to-be-announced digital publishing platform.

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