

Val Morgan expands digital team appointing Amanda Bardas as Executive Editor

Val Morgan is continuing to grow its newly launched Digital division announcing the appointment of Amanda Bardas to the role of Executive Editor for its new publishing platform.

Amanda's decade-long publishing career has seen her work across print and digital. Until April 2019, Amanda was executing the audience, editorial and platform strategy across global and award-winning women's websites – POPSUGAR, Who What Wear, Byrdie and MyDomaine Australia

Notably in 2015, Amanda was responsible for launching one of the most reputable fashion titles in the world — Who What Wear — in Australia. The highly successful launch won her and the team Launch/Relaunch of the Year in the Publish Awards as well as nominations for Best E-Commerce Strategy, and Website of the Year. Amanda has also twice been nominated for the B&T 30 Under 30 Awards in the journalist/producer category.

Brian Florido, Managing Director - Val Morgan Digital comments, "Amanda's remarkable track record makes her a critical part of our digital team. Having worked with her in the past, I'm excited to welcome Amanda on board as we diversify the digital publishing division of Val Morgan."



Amanda Bardas adds, "I'm looking forward to leading our team as we build and launch a new publishing platform that fills a gap in the Australian market for content that unlocks rich conversations and drives a deeper understanding of entertainment, life and style, wellness and culture."

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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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