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NOVA ENTERTAINMENT ANNOUNCES NEW COMMERCIAL DIGITAL ROLE IN SYDNEY

NOVA Entertainment announced the appointment of Nick Wokes to the role of Head of Digital Audio Sydney, a digital audio role that will drive client solutions for the business' suite of digital audio products.

Luke Minto, NOVA Entertainment's Sydney Market Lead & Commercial Sales Director said, "Nick Wokes brings a wealth of marketing astuteness that will deliver results for clients. Digital audio is on the rise in consumer consumption and commercial opportunities, it is critical we position ourselves as a market leader. Timing is critical to any success and we know Nick's appointment is perfect timing for the growth curve of podcast, streaming and voice activation."

With over 14 years strategic media and communications experience, most recently Wokes was General Manager of Initiative Sydney. Previously he has held the roles of Vice President, Strategy for Zenith New York, and was Communications Director for Match Media.

Nick Wokes said, "NOVA is an amazing company that I have always respected and loved doing business with. They are continuously looking at ways of driving business results for their clients and their investment in digital audio is a testament to that. I am pumped to be working with the team on this new and exciting stage of my career."

The new role of Sydney Head of Digital Audio follows the recent announcement of two specialist digital audio roles in Melbourne, Ben McMillan as Melbourne's Head of Digital Audio and Elizabeth Maplestone as Digital Audio Specialist, and highlights NOVA Entertainment's commitment and focus on the rapidly growing area of podcast and digital audio.

Wokes will report to Kane Reiken, NOVA Entertainment's Digital Commercial Director, and will commence in the new role on 1 April 2019.

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