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Sunita Gloster Joins Network Ten As Chief Commercial and Strategy Officer.

Network Ten today announced the appointment of Sunita Gloster to the new role of Chief Commercial and Strategy Officer.

Ms Gloster will be responsible for network strategy and digital and commercial partnerships, reporting to Network Ten Chief Executive Officer, Paul Anderson.

Since 2013 Ms Gloster has served as CEO of peak advertiser group, the Australian Association of National Advertisers (AANA).

Mr Anderson said: “Ten has embarked on a significant transformation plan for efficiencies, investment and growth and we are thrilled Sunita is joining Ten in this important new role for our network.

“Sunita has exceptional understanding of the challenges and opportunities facing blue-chip brands in the Australian market and that knowledge and experience will be invaluable for driving growth, innovation and results for our partners.

“Sunita has an impressive track record in strategy, management and organisational change and is globally recognised for her initiatives at the AANA, particularly across media and digital industry supply chains,” he said.

“Sunita’s appointment will bring enormous commercial experience and energy to our team at a critical time for both the business and the broader media and marketing industries.”

Ms Gloster said: “Today’s business climate requires every enterprise – brand owner or media company – to rethink and recalibrate for a sustainable future and with that comes tremendous opportunity.

“Paul Anderson and the Management Team at Ten have started a true transformation program and I’m genuinely excited to be joining at a time when media and brands are navigating through a time of great change and reinvention.”

Ms Gloster held senior executive roles in Australia and internationally, including 11 years in London working for major brands at leading advertising networks.



For two consecutive years, *Management Today* magazine recognised Ms Gloster as one of the top 35 business women in the UK aged 35 and under, and *Media & Marketing Europe* voted her one of the top 40 professionals across the continent under 40.

At the AANA, Ms Gloster led the self-regulatory system for the \$14 billion advertising industry. Her leadership of the AANA has been recognised by two consecutive President's Awards by the World Federation of Advertisers in Brussels.

For more information, please contact:

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