



28 August 2013

## **Sinead Boucher appointed Group Executive Editor for Fairfax Media New Zealand**

Fairfax Media today announced the appointment of Sinead Boucher to the role of Group Executive Editor for Fairfax Media New Zealand.

Boucher will form part of the company's new executive leadership team, responsible for leading the editorial strategy and integrated editorial operations, and contributing to the continued development of Fairfax newspapers, magazines and digital platform.

She takes up her role on Monday, September 2.

Acting Managing Director, Andrew Boyle said this is an exciting opportunity for Boucher and a well-deserved promotion: "Sinead's passion for what she does is contagious. Her knowledge of the digital landscape and technology in journalism will no doubt help strengthen our capability and reshape Fairfax Media. She is well equipped to take on the challenge of leading our editorial team".

Boucher's long history with the company began in 1993 as a reporter for The Press in Christchurch. She quickly moved up the ranks in her six-year stint, before heading to the UK on her OE. She worked as a digital journalist for the Financial Times site, *FT.com*, before moving to Reuters' London bureau. Here, Boucher gained a wealth of experience as a general correspondent responsible for the terrorism round in the UK post 9/11.

In 2004, however, she returned to New Zealand to Fairfax Media, taking up a position as Assistant Editor at The Press, charged with developing the online presence for [press.co.nz](http://press.co.nz). Other roles include Group Online Editor in 2007 and a title change to Group Digital Editor in 2011, reflecting her wide responsibilities across the group's online editorial products and product development.

Boucher is delighted about her new appointment: "I'm excited to be given this opportunity to help lead and develop the best journalists and publications in the country. I am looking forward to working closely with a wide range of talented people across the company.

"The future will be full of challenges, but also great opportunities. Fairfax Media, with its reputation for excellent journalism and commitment to independence and innovation, is very well placed to seize them."

In her time with the company, Boucher has as been instrumental in growing [Stuff.co.nz](http://stuff.co.nz) to become New Zealand's biggest news site, developing Fairfax's digital strategy and content approach, and the launch of products and services such as Stuff's mobile apps, Stuff Nation and [Essential Mums](http://essentialmums.co.nz). She also introduced video, data journalism and a social media strategy to the business. Her leadership of innovative journalism projects such as School Report has been invaluable to the business, however her main legacy is the strong team of digital experts she has developed.



Boucher replaces Paul Thompson, who will take over as CEO and editor-in-chief at Radio New Zealand.

**Ends**

**About Fairfax Media**

Fairfax Media is an innovative, integrated multi-media business with strong brands across multiple platforms including newspapers, magazines and digital.

Fairfax Media has two national, nine daily and more than 60 community newspapers, 25+ magazines, market leading website [stuff.co.nz](http://stuff.co.nz) and parenting site [essentialmums.co.nz](http://essentialmums.co.nz).

[Click here](#) to see the company's full portfolio of media brands.

Fairfax Media Acting Managing Director  
Andrew Boyle  
03 943 2888 / 09 970 4054  
email [andrew.boyle@fairfaxmedia.co.nz](mailto:andrew.boyle@fairfaxmedia.co.nz)