

Media Release

Tuesday 6 December 2016



SBS appoints Uma Oldham as Head of Group Marketing

SBS has appointed Uma Oldham as the Head of Group Marketing.

Uma joins SBS most recently from Zenith where she was a Group Business Director and brings more than 15 years' marketing experience across a range of sectors to the role.

Reporting to the SBS Director of Marketing, Amanda McGregor, Uma will lead the Group Marketing team responsible for managing advertising and brand communications for SBS's distinctive programs and platforms.

SBS Director of Marketing, Amanda McGregor, said: "I'm thrilled to welcome Uma to SBS at such an exciting time for the business and following a successful year for the network. Uma brings some great experience in managing innovative campaigns for a diverse mix of high profile brands and we're delighted to have her as a part of the team, helping SBS to continue to reach and engage more Australians with our unique programs and services."

Uma Oldham said: "I feel privileged to be able to work for a unique and distinctive organisation such as SBS whose values of diversity, creativity, respect and collaboration match my own. With their thought provoking 2017 slate, recent launch of SBS VICELAND and their VR app, it's a really exciting time to join. I look forward to working with Amanda and the team in 2017 to drive even more campaign innovation and continue making SBS programs must-see for all Australians."

Uma has worked on award winning campaigns for a range of iconic Australian and global brands such as Qantas, XXXX, Drumstick, Tourism Northern Territory, SBS, 20th Century Fox and Heineken. She has been at Zenith for the last five years in strategic and business leadership roles.

Uma commences in early 2017.

#ENDS#