

MEDIA RELEASE

## **PACIFIC MAGAZINES APPOINTS HEAD OF RESEARCH AND STRATEGY**

Pacific Magazines announced today it has appointed Emily Sak as Head of Research and Strategy.

Sak has worked with Pacific Magazines for the past nine years, beginning as graduate Market Research Analyst. Most recently, she has been acting in the role of Research and Strategy Manager, overseeing the research operations for the past six months.

Mychelle Vanderburg, Retail Sales and Group Marketing Director said: “In the past year Emily’s performance has exceeded all expectations. She is the perfect candidate for this role and we are delighted that she will continue to bring her considerable skill and experience to Pacific Magazines.”

Sak has replaced Sabrina Chan who left the company for a new role.

“We would like to thank Sabrina Chan for her commitment to Pacific and wish her the very best,” Vanderburg said.

Pacific Magazines CEO, Peter Zavec said: “As Pacific Magazines continues to evolve as a business, Emily’s expertise and her enthusiasm and passion will continue to be integral in developing valuable and significant insights about our consumers and trends for our existing businesses and new initiatives.”

**ENDS**

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