



MEDIA RELEASE

It's young talent time at Drive.com.au as Nick Hey is promoted to National Strategy Lead.

Thursday 16th March 2023

Australia's leading online automotive publisher, Drive.com.au is proud to announce the promotion of Nick Hey to National Strategy Lead - Client Services.

Nick Hey has quickly risen through the Drive.com.au ranks since his commencement with the Sydney sales team in 2018. Now Melbourne based, Nick is the youngest person at Drive to have been promoted into such a senior role.

Nick's new role will give him greater exposure and influence across all of Drive's automotive content relationships including Drive Brand Studios - Drive's newly launched in-house brand funded creative content arm.

"Nick has played an integral role in our growth as Drive transitions beyond a digital publisher into a media network", said Drive CEO Simon Halfhide. "Since we have consolidated our efforts and focussed on the Drive brand, our growth has exploded. This translates to our audience, our commercial partners, innovative products and our dealer marketplace."

"I feel very lucky and supported working in such a nurturing and collaborative environment at Drive," said Nick. "The youth development and leadership programmes in place have given me the confidence to turn challenges from brands into creative solutions. Age really hasn't been a barrier for my career progression and I look forward to seeing where this next chapter takes me with the Drive brand."

Drive Media Director, Carl Davies adds "Briefs from clients have changed. Our advertisers and their audiences alike are seeking content that makes an impact to their brand in an engaging way. One of Nick's strengths is delivering pro-active, sophisticated responses across Drive's multi-platform architecture."

As Australia's largest automotive content network with the authority and scale of the Nine Group, Drive delivers brands unrivalled access to TV, Digital, Print, Podcast, plus Australia's biggest motoring social footprint.

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Nine Sydney - Locked Bag 999, North Sydney, 2059

ABN 60 122 203 892



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Having completed a Bachelor of Marketing and Media at Macquarie University, Nick started his career with media agency AdMatic servicing the Kia Australia account. Nick joined Drive.com.au in 2018. <https://www.linkedin.com/in/nicholas-hey-35115513b/>

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Contacts:

Senior Communications Manager, Nine
Adrian Motte
E. amotte@nine.com.au
M. 0415 271 339

PR & Trade Communications Manager, Drive
Hayley O'Grady
E. hayley.ogrady@drive.com.au
M. 0402 894 664