



25th August 2021

ThinkTV New Zealand appoints Jodene Murphy as General Manager

ThinkTV New Zealand has appointed Jodene Murphy to the newly created role of General Manager.

Jodene has held senior marketing roles at many of New Zealand's most well-known brands, including Vodafone, Spark and most recently as GM Marketing and Design at the Bank of New Zealand. Jodene also brings strong agency experience to the position, having spent time as a Group Account Director at 99 (now part of Proximity New Zealand).

Jointly owned by TVNZ, Sky TV and Discovery, ThinkTV New Zealand was created to celebrate and promote the power of television and broadcaster video on demand services with the local marketing and advertising community.

ThinkTV's Chair, Jodi O'Donnell said the appointment demonstrates all three broadcasters' commitment to supporting a dynamic and fast-evolving television industry through ThinkTV.

"ThinkTV is excited to have such an exceptional operator lead our organisation. Jodene brings a wealth of experience to the role. Importantly, she has a deep understanding of what marketers and advertisers need to know about connecting with audiences having been in their shoes herself. We know she is the perfect person to take our message to market.

I'd also like to thank ThinkTV's departing Head of Communications, Amanda Wisniewski. Amanda has been integral in establishing ThinkTV's voice over the past three years. Her mahi leaves the organisation in strong shape as Jodene joins us" she said.

Jodene will act as a spokesperson for the television industry as a collective, providing data-led information about the effectiveness of free-to-air, BVOD and subscription television to advertisers and showing them how to utilise the medium to get their best return on investment.

Jodene Murphy said, "I'm incredibly excited to be joining the ThinkTV team and playing a role in helping advertisers make informed and data-led decisions. As the media landscape continues to grow and consumers' viewing behaviour and preferences evolve, the pressure on marketers to always know the exact right thing to do to deliver effectiveness perfection is ramping up. I'm looking forward to spending my time making marketers' and agencies lives just a little bit easier and building on the great work the ThinkTV team have delivered already."

Jodene joins ThinkTV on 7 September.

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