

inverleigh

March 14, 2016

GRAHAM SMITH JOINS INVERLEIGH TO HEAD-UP EUROPEAN DIVISION

LONDON: Inverleigh has announced the appointment of Graham Smith to the position of General Manager, Europe.

Based in Inverleigh's London office, Smith will head Inverleigh's Europe and Africa sales team while managing and developing alliances with strategic partners based in Europe.

Formerly Director Sales at Lagardère Group, and previously Sales Director at GlobeCast UK, Smith will add significant experience to Inverleigh's European base as the company looks to expand its partner base within the European sports television industry.

"Graham's reputation is widely acknowledged developed on a long list of commercial achievements and the depth of relationships he has built over twenty years in the industry", said Inverleigh Director, Matt Whytcross. "His experience and knowledge will provide an important contribution in our continued growth."

Smith's appointment follows the recent restructure of Inverleigh's commercial division and the internal promotions of Brendon Oliver to the General Manager, Asia post and that of Humberto Ciffoni who becomes General Manager, Americas. Ciffoni has relocated to the US to head up the company's recently opened Miami office.

ABOUT INVERLEIGH

A leader in non-live sports content, Inverleigh produces and distributes premium sports entertainment & lifestyle programming, including weekly news and magazine programs, timeless catalogue and major event preview content for traditional and digital broadcast platforms. With offices in Melbourne, London and Miami, Inverleigh currently supplies programming to over 230 broadcasters globally.

www.inverleigh.com

For further information:

Inverleigh | Director
Contact: Matt Whytcross
whytcross@inverleigh.com
+61 44 99 55 454

Inverleigh | Marketing & Communications
Contact: Angelique Doulgeris
angelique.doulgeris@inverleigh.com
+61 415 250 737