



Media Release

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Amanda Gome joins ANZ to head social and digital media strategy

ANZ today announced the appointment of Amanda Gome to the newly created position of Group Head of Strategic Content and Digital Media reporting to Group General Manager Corporate Communications Paul Edwards.

Ms Gome will lead the strategic development of digital content to deepen relationships with stakeholders and to support ANZ's businesses in building commercial relationships with key customer segments at scale through social media.

Commenting on Ms Gome's appointment Mr Edwards said: "I am very pleased to have someone with Amanda's leadership skills and experience join ANZ to support our aspiration to become a leading social-enabled enterprise.

"Like Andrew Cornell who joined us from the Australian Financial Review last year as managing editor of our planned corporate newsroom, Amanda brings new skills to ANZ to help unlock the potential of digital and social media," he said.

In addition to her focus on external audiences, Ms Gome will also have responsibility for ANZ's internal digital media assets including the corporate intranet and the introduction of social collaboration tools, and for the internal culture to support the Group's social and digital media agenda.

Ms Gome was previously publisher of Fairfax business magazines including BRW and Smart Investor which she moved to digital platforms. Formerly she was Chief Executive of Private Media including founding the small business digital publication SmartCompany and other digital publications including Women's Agenda and Property Observer. Ms Gome is also an adjunct professor in business at RMIT University.

Ms Gome said: "Companies now have the ability to create and distribute high quality news, research and insights that connect with key stakeholder and market segments in powerful new ways.

"It is exciting to join ANZ as it embarks on such a transformational journey. Companies can now become publishers and develop channel specific strategies that create new business opportunities. This is now possible because a critical mass of stakeholders and customers are online and using social media to consume and share content," Ms Gome said.

Ms Gome will commence at ANZ on 11 March 2014.

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