

Digivizer recruits Head of Growth

Regan McGregor joins Digivizer as Head of Growth, with focus on SaaS revenues

Sydney, 19 March 2020: Digivizer has hired Regan McGregor as Head of Growth. He joins from Sydney SaaS startup AgriWebb, and was previously at digital agency 4mation Technologies. He will manage an accelerated growth program at Digivizer whilst overseeing the Creative and Content teams.

"Times are challenging for businesses, given the 2019/2020 bushfires and now Covid-19. But we're seeing an eagerness in businesses to find new ways to engage their customers, to leverage their digital marketing, and to reach new markets cost-effectively, and in new ways," says Emma Lo Russo, CEO and co-founder of Digivizer.

"We know that digital marketing will play an increasing role in making this a reality. Some will turn to digital marketing for the first time, or to test new methods, while others are moving more of their budget to digital. In all cases, organizations will look ever more-carefully at the returns on their marketing budgets.

"This is precisely where Digivizer can help - and we believe it's important to prioritize investment in growth. We are delighted to announce that Regan has joined us to guide us through our next phase of growth, and to help businesses using our solution and services get the most they can from their digital marketing. He brings broad experience to Digivizer in strategy, SaaS platforms, digital marketing, eCommerce, full digital funnel ecosystem builds, and driving online growth."

Regan was previously Head of Marketing at AgriWebb, leading a global marketing team, developing and executing on growth-focused marketing programs across digital, product, content and events. Before AgriWebb, Regan was Head of Marketing at 4mation Technologies, a full-service software and web development company.

"With so many digital channels out there, it's becoming increasingly important to understand what's working and to be able to make real-time decisions to stay competitive. I'm excited by Digivizer's vision to bring together the key metrics across all these platforms, to provide digital marketers with the insights that help them make better decisions, faster," says Regan McGregor.

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About Digivizer

Digivizer, founded in 2010, is Australia's leading digital marketing analytics technology company. Digivizer helps businesses get better results from their digital marketing, across owned, earned and paid media, in search and social, and in web performance, by giving them the information they need to make better decisions and improve their marketing ROI.

Digivizer's digital insights are available through a Software as a Service (SaaS) platform affordable to any business, and if required, digital marketing services.

Digivizer is an ad., development and technology partner to the major social and search platforms: Facebook, Instagram, Twitter, LinkedIn, and Google, and is a marketing and agency partner to Google and Facebook. It is also a partner of start-up venture capital investors Investible and Remarkable, and of global online retail outlet platform Shopify.

Contacts

Digivizer is at:

Twitter: <https://twitter.com/Digivizer>

Facebook: <https://facebook.com/Digivizer>

LinkedIn: <https://au.linkedin.com/company/digivizer>

Instagram: <https://instagram.com/Digivizer/>

YouTube: <https://youtube.com/digivizer>

Web: www.digivizer.com

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Media assets

Regan McGregor joins Digivizer as Head of Growth. Photo: Digivizer.

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