

ECAL Appoints Alex Peebles as Chief Revenue Officer

Sports Media Veteran Joins ECAL to Lead Revenue and Territory Charge

Melbourne, Australia / Singapore: ECAL, the leading provider of smart calendar communications and marketing, has announced the appointment of Alex Peebles as its Chief Revenue Officer. Based at ECAL's new Singapore office, Peebles is a key pillar in the company's global expansion strategy.

Before joining ECAL, Peebles was SVP Southeast Asia at sports streaming service DAZN, and prior to this held various senior executive roles at Perform Group in Australia and the UK, including Managing Director of the Perform NFL Partnership.

"At this time of unprecedented change and unpredictability, the power of ECAL's smart, dynamic communications solution for events-based content is proving to be critically valuable - in sports, entertainment, media and beyond," says ECAL CEO, Patrick Barrett. "It has also fast-tracked growth in relatively fresh areas such as streaming, conferencing and payments. So we are thrilled to have someone of Alex's experience and talent join us, to support our global expansion."

At ECAL, Peebles will be responsible for all revenue generating operations, with a focus on scoring transformative strategic partnerships, growing enterprise licensing, and productising ECAL's data and insights business.

"ECAL is already a fantastic business and I'm delighted to come on board" says Peebles. "There is now a significant opportunity to both develop the solutions we offer and develop the breadth of our partner set. Further announcements will soon follow!"

Peebles has a proven track record of new product and territory growth, together with a strong commercial acumen, invaluable industry experience and a welcome, partner-based approach to business relations.

Peebles joins ECAL following recent announcements of strategic partnerships with SportsTG (Stack Sports) and fast-growing payments orchestration platform PayDock. The opening of the Singapore office further highlights the company's global ambitions.

ECAL is a world-leading calendar communications, marketing and data platform, used by 300+ major brands globally across sports, entertainment, media, ticketing and payments. Headquartered in Melbourne, with a presence in London, Los Angeles, Manila, Delhi and Singapore, ECAL's smart 'sync to calendar' technology enables rich, dynamic, event-based communications straight to calendar, for better business outcomes.

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