

Ex-Yahoo marketing exec joins MarketingFX

FOR IMMEDIATE RELEASE Ex-Yahoo marketing exec joins MarketingFX Advertising and marketing veteran Lara Stella joins MarketingFX as a Partner MarketingFX Pty. Limited has today announced the appointment of Lara Stella to the position of Partner. Lara Stella brings to MarketingFX over 12 years experience in advertising communications with more than eight years spent as a digital marketing strategist. Focusing on hi-tech brands both in Australia and the United States, Lara has built a formidable contact base globally. In her most recent role as Chief Operating Officer with MetrixMedia, Lara developed and scheduled, written and webcasted content as well as relationships with key industry stakeholders within Australias most recognised and innovative technology companies. Prior to MetrixMedia, Lara managed advertising and marketing programs at Yahoo! Australia and NZ where an increase in entertainment advertising revenues were a direct result of campaigns and strategies she developed. Before an 18 month stint with Yahoo!, Lara was an integral member of the Euro RSCG Interaction team, first in New York and then in Sydney, where she had a flawless success record in new business development and worked to increase revenue from existing above-the-line clients. Throughout her advertising career, Lara has focused on blue chip hi-tech clients such as MCI and Intel, and technology-related products with trusted brands that include Hallmark, MasterCard, Citibank, Procter & Gamble, Schering Plough and New Balance. Growing revenues organically and through new business pitches, Lara has succeeded in creating opportunities that engage and enrich relationships. I am delighted that Lara has joined our growing team at such an important time in our growth strategy, said William Scully-Power, Managing Partner of MarketingFX. Laras expertise has been recognised with awards for creative execution and strategic development and building new lines of business at Euro RSCG both in Sydney and New York that are still profitable after six years in operation. About MarketingFX Pty. Limited MarketingFX is Australia's leading boutique agency specialising in marketing and public relations for high-tech companies. Our clients are among the Australian ICT industry's most innovative and respected companies, from ground-breaking technology start-ups to major global corporations. For more information, please visit www.marketingFX.net Media Contact: William Scully-Power Managing Partner MarketingFX +612 9281 8723 +61 400 828 866 wsp@marketingFX.net ###