

# Impact Appoints Experienced Media and Marketing leader Nick Randall as Director of Customer Success and Operations, APAC

Expands Customer Success Team to Support Growing APAC Business

Sydney, AUSTRALIA – September 16, 2020 – Impact, the global leader in partnership automation, today announced the expansion of its customer success and operations team in APAC to support its growing business in ANZ, Southeast Asia and China. Experienced media and marketing leader, Nick Randall has been appointed as Director of Customer Success and Operations where he is tasked with leading all customer engagement, growth and development initiatives for agencies and brands. He will also join the APAC leadership team where he will lead broader operational initiatives as Impact continues to scale across the region. “Nick joins Impact with a blue-chip media and marketing resume and is the ideal person to assume leadership of our customer success and operations team and ensure we continue to offer a delightful customer experience,” said Adam Furness, Managing Director APAC. “He has extensive experience working within rapidly scaling organisations and will be an integral member of our leadership team.” Matt Hunter, who has been with Impact for nine years, has also been appointed to the newly created position of Director of Customer Service where he will drive product roadmap priorities and oversee the more technical aspects of customer support, reporting into the global customer engineering team. As a former Chief Revenue Office of social influencer marketplace Tribe, Nick Randall has a wealth of insight and experience within the partnership industry. He has also held senior roles as Commercial Director at podcast platform Whooshkaa, National Sales Director at Fairfax Media and National Operations Director at Southern Cross Austereo. He is currently a Business Mentor for Westpac’s Business of Tomorrow Program and the Co-founder of Ranieri & Co which exclusively represents the world’s largest independent podcast publisher, Wondery, in Australia and New Zealand. Commenting on his appointment, Nick Randall, Director of Customer Success and Operations, APAC for Impact said, “I’m looking forward to taking Impact’s Customer Success and Operations function to the next level across APAC as the business continues upon its dynamic growth trajectory. As a pioneer in partnership automation technology, Impact is writing the book on how to successfully accelerate revenue growth through the partnership channel and it’s a great opportunity to help truly innovate and deliver world-class support to our customers.” The expansion of the Customer Success and Operations team follows a busy few months for Impact which has seen them acquire ACTIVATE, a leading influencer marketing SaaS platform, add several new APAC brands including Best&Less, Decathlon, Dollar Shave Club and Westpac to its APAC customer roster and release a tactical guide with Forrester Consulting for optimising partnership programs and driving revenue growth through this channel. For more information on Impact visit [impact.com/about](http://impact.com/about). Nick Randall, Director of Customer Success and Operations

Matt Hunter, Director of Customer Service About Impact Impact is the global leader in Partnership Automation and catalyst for the new Partnership Economy. Impact accelerates enterprise growth by providing automation for the discovery, recruitment, onboarding, engagement and optimization of all types of partnerships; including: influencers, business-to-business, traditional media houses, mobile apps, traditional affiliates, ambassadors, social causes and more. Impact’s Partnership Cloud™ manages over \$50B in e-commerce sales and \$2B in partnership payments, providing automation for the full partnership lifecycle, confident decision making and optimization through measurement and attribution, and protection from fraud. Impact drives revenue growth for global enterprises such as Backcountry, Bass Pro Shops, Fanatics, Getty Images, Lenovo, Levi’s, Techstyle and Ticketmaster. Founded in Santa Barbara, CA in 2008, Impact has grown to over 500 employees and 1,200 customers worldwide. To learn more, visit [www.impact.com](http://www.impact.com). Contacts Sue Ralston Einsteinz Communications Ph: +61 02 8905 0995 [sue@einsteinz.com.au](mailto:sue@einsteinz.com.au)

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