

# Impact Creates Two New Senior Roles as Partnership Channel Flourishes and Expands APAC-wide Team

Sam Morton promoted to Partnership Director, APAC and Peter Bray elevated to Sales Director, APAC

Sydney, AUSTRALIA – February 25, 2021 – Impact, the global leader in partnership automation, today announced the creation of two senior APAC roles and the continued expansion of its APAC-wide team. This has grown from 4 people in 2018 to nearly 40 in 2021 as brands embrace the partnership channel to acquire new customers, drive incremental revenue and create memorable customer experiences. Performance partnerships were named (under the title 'Fusion') as one of the seven Deloitte Global Marketing Trends in 2021. Sam Morton has been promoted from Account Director to the new role of Partnership Director, APAC where he will be focusing on establishing, activating and growing partnerships across the Australian, New Zealand and South-East Asian Markets. Sam was APAC's 5th hire and has operated in a sales capacity for the past three years as an Account Director. He brings a wealth of experience to the Impact business having worked across the affiliate and partnerships industry for over 13 years in Australia, and previously in the UK. He currently has two partnership experts in his team and is actively hiring to expand and build out this department. Commenting on his new position, Morton said, "My new role allows me to focus on an area that I'm incredibly passionate about, driving productive partnerships across the ecosystem. We work with a vibrant community of agencies, integration partners, and media partners, so being able to connect the dots and unlock growth opportunities for our customers and partners is exciting." Peter takes on the role of Sales Director, APAC where he will be responsible for expanding the Impact Partnership Cloud customer footprint across Australia, New Zealand and South East Asia. He is being promoted after joining Impact in 2018 as Account Director and brings over 10 years in marketing and advertising technology experience including stints at Celtra, Forrester and InMobi. Bray said, "We have been building an entire new growth channel with partnership automation and providing an alternative to the over-reliance on the duopoly and 'traditional' digital channels. I look forward to championing the growth of the channel, our world class team and working with customers and partners in this new role." Both Bray and Morton are based in Sydney under APAC Managing Director, Adam Furness. Furness added, "Brands are now beginning to understand the value performance-based partnerships create - financially, experientially and brandwise - so we are scaling and growing our team to meet market demand for our Partnership Cloud." Some of Impact's clients across APAC include Best & Less, Booktopia, Canva, Decathlon, Dollar Shave Club, Easyship, Kayo Sports, Binge, Lenovo, Razer and Westpac. For more information on Impact visit [impact.com/about](http://impact.com/about). Pete has the glasses in terms of doing the right/left thing 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 optimisation 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 optimisation 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 550 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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