

Outdoor agency Rock Posters boosts executive team with the appointment of David Cross as National Sales Director

Since 1986 Rock Posters has been at the forefront of the street poster/outdoor advertising industry. An independently-held Australian company, Rock Posters has increasingly grown through innovation to become the largest national street poster network in Australia.

Earlier this year the company appointed Marcus Seal as its first General Manager and today Seal announces the appointment of David Cross as National Sales Director, a newly-created, critical position within the organisation.

“David is a force of nature and has an inexhaustible source of energy. His vision and enthusiasm are infectious and he shares our excitement for the potential of the medium. I know David will help us continue to shape the way the outdoor/street poster world works in Australia, and broaden our reach,” Seal said.

Prior to joining Rock Posters, Cross has an extensive media career having previously working at SCA Melbourne for 3 years as a Group Sales Manager. Prior to this he spent 4 years as General Manager of OurDeal. He also spent 11 years with the Nine Network as Senior Direct Sales Executive. He began his media career on the planning and buying side, working for Mediacom and DDB Needham in Melbourne before heading to London to work with Initiative Media.

“I’m incredibly excited to be joining the Rock Posters family at a time when the company is poised for opportunity and growth. I will look forward to helping the team deliver cost effective, creative solutions for existing and potential clients alike as they also attempt to navigate their way back to normality,” David said.

“Our existing account management team are spread far and wide following the dramatic changes forced on the industry due to the pandemic. With David’s appointment we can now prioritise a more cohesive sales approach to the marketplace,” Seal added.

Contacts

Joy Clark & Associates
0415 266 228
mailto:joyclark@ozemail.com.au