



## Rapid growth leads to more key hires

Monday 20<sup>th</sup> November, 2006  
Sydney, Australia

### **Facilitate Digital, Australia's leading digital technology provider today announced the appointment of Mark Henning to the role of Managing Director – APAC.**

'We are delighted to welcome someone of Mark's calibre and experience into this newly created role', said Facilitate Digital CEO, Ian Lowe.

'Mark brings an enormous breadth of industry experience, relationships and knowledge to this role, making him the ideal candidate to assume day to day control of our businesses across APAC. As our European venture gathers momentum, and the energies of the executive team become more globally focused, the need for a locally based MD to drive the Australia, New Zealand and Singapore businesses makes sense. In Mark we have a superbly qualified executive with outstanding pedigree in our industry, we are thrilled with his appointment', said Lowe.

Prior to joining Facilitate Digital, Mark was General Manager of OneDigital - Australia's largest full service digital agency and part of the Aegis owned Isobar global digital network.

Mark was instrumental in launching the Nielsen//NetRatings measurement service in Australia in 1999 and in 2005 as Managing Director Australia of Nielsen//NetRatings he successfully managed the integration and launch of the Nielsen//NetRatings and RedSheriff product range.

Henning is equally enthusiastic with the appointment; 'I'm excited to be part of the Facilitate Digital team. Off the back of innovative, world class technology, and clearly differentiated solutions, the business has grown to become a dominant player in the region. In tandem with this, we have identified significant growth opportunities in several areas, and managing this growth will be my key focus', said Henning.

'I joined Facilitate Digital because of their leadership position across key APAC markets, and the bold and innovative vision for the business. There is an exceptional management team in place supported by a strong team across the board. A continuation of our existing growth rate will see headcount double to more than 60 over the next 3 months. It's an exciting business and I look forward to being a part of Facilitate Digital's ongoing success'.

The Managing Director APAC role sees Henning assume immediate control of the Sales, Marketing and Client Service functions for Australia, New Zealand and Singapore.

Facilitate Digital Pty Ltd

P PO Box 1721 Darlinghurst NSW 1300 A 2-4 Kings Lane East Sydney NSW 2010  
T + 61 2 8356 2990 F + 61 2 9361 6922 W [facilitatedigital.com](http://facilitatedigital.com) ABN 34 091 337 138