

TorchMedia Continues Expansion With New Hire

As TorchMedia kicks off the new financial year, it has appointed Dianna Garth as its newest Senior Account Director. This latest hire is in response to the company's continued growth of their out of home portfolio.

Dianna, a former Senior Agency Sale Executive for the Nine Network, brings a new set of skills to the media specialist team. This appointment is in response to the continued success in the out of home media space. Dianna's new position will complement TorchMedia's existing wide-ranging retail and transit media offering, including exterior train advertising in Victoria, Queensland and New South Wales.

Kirsty Dollisson, GM of TorchMedia, says that Dianna's exceptional understanding of the media landscape coupled with her creative thinking will help the company deliver campaigns for brands to communicate with hard to reach consumers.

"Dianna brings enviable skills to the TorchMedia team during a time of growth," Dollisson said. "TorchMedia is looking forward to seeing her bring her own style to our sales team and continue to develop our unique combination of transit and retail media."

Dianna will start in her new role immediately based in TorchMedia's Sydney office.

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