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TrinityP3 promotes Anton Buchner, hires Kate Gunby and Adrian Treahy

By AdNews | 6 November 2024

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Specialist marketing management and pitch consultancy TrinityP3 has promoted Anton Buchner to business director.

And Kate Gunby and Adrian Treahy have been hired to help the consultancy build out its specialism within the growing areas of ad tech implementation and alignment, data and analytics assessments and tech capability management.

Buchner has been involved with TrinityP3 for almost 14 years, having previously held senior roles at Loud and STW/Ogilvy.

Gunby joins TrinityP3 after completing her PhD at the University of Sydney, where she lectures in marketing research and analytics. She is a former GM of Annalect and has also worked in data analytics roles at Merivale.

Treahy returns to TrinityP3 after six years with Infosys.

TrinityP3 founder and global CEO Darren Woolley, said every day, the company is talking to marketers challenged by their tech stacks or adtech.

"They have often invested millions in ensuring they have a deep data capability or analytic tools to help them drive growth but then quickly realise that they are only using a small percentage of that capability - often at a significant cost," he said.

"The appointment of Kate and Adrian and the promotion of Anton are a major expansion in TrinityP3's deep capacity in this space.

"We work with major brands every day to ensure they are getting the most out of their data/tech investment and often help them to ensure that multiple systems are working in alignment to ensure they are getting the most out of their marketing investment. Critically, we provide an independent market perspective with no vested interest in vendors or suppliers."

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L to R: Anton Buchner, Kate Gunby, Adrian Treahy.

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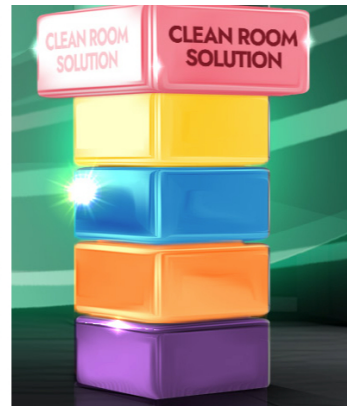
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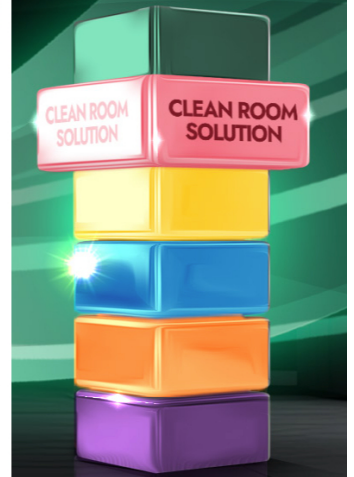
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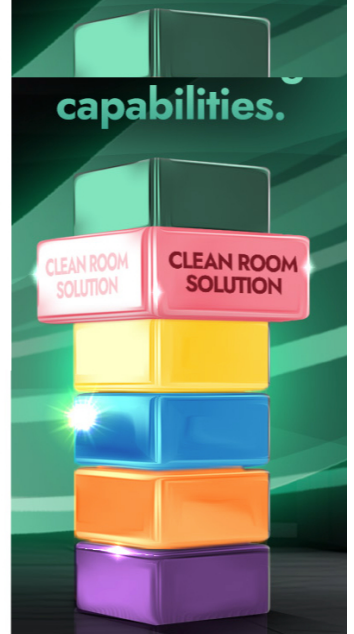
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