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TRINITYP3 STRENGTHENS DATA, ANALYTICS & TECH TRANSFORMATION SERVICES



Arvind Hickman

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Australia's largest specialist marketing management and pitch consultancy, TrinityP3, has announced new senior promotions and hires to meet marketer's rising demand for advanced data, analytics, and ad tech expertise.

Among the changes are Anton Buchner's promotion to business director and the hiring of Dr Kate Gunby and Adrian Treahy to help the consultancy build out its deep specialism within the growing areas of ad tech implementation and alignment, data and analytics assessments, and tech capability management.

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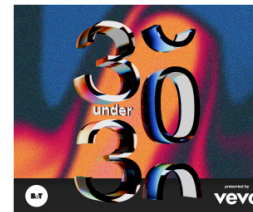


Anton Buchner has been promoted to business director to help drive the consultancy's data, analytics and technology transformation offering.

Marketing effectiveness expert Dr Kate Gunby joins TrinityP3 after completing her PhD at the University of Sydney, where she lectures in marketing research and analytics.

Adrian Treahy returns to TrinityP3 after six years with Infosys. He has extensive experience and expertise in developing and implementing ad tech and martech solutions for major businesses.

"Every day, we are talking to marketers challenged by their tech stacks or adtech," said Darren Woolley, founder and global CEO of TrinityP3. "They have often invested millions in



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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.



“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.”

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

Gunby is a former general manager of Omnicom’s Annalect and has also worked in data analytics roles at Merivale.

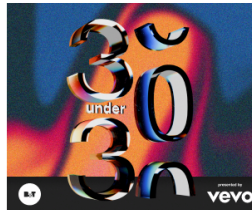
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The appointments come after the recent hiring of former Nine and SBS communications director Nic Christensen as a senior consultant.

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By Arvind Hickman

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Arvind writes about anything to do with media, advertising and stuff. He is the former media editor of Campaign in London and has worked across several trade titles closer to home. Earlier in his career, Arvind covered business, crime, politics and sport. When he isn't grilling media types, Arvind is a keen photographer, cook, traveller, podcast tragic and sports fanatic (in particular Liverpool FC). During his heyday as an athlete, Arvind captained the Epping Heights PS Tunnel Ball team and was widely feared on the star jumping circuit.