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*Data, tech, and trends,
 TrinityP3 adapts,
 Marketers' new friends.*

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TrinityP3 bolsters team to meet rising demand for ad tech expertise

TrinityP3 has made a series of senior promotions and hires in response to the growing demand for advanced data, analytics, and ad tech expertise among marketers. These changes are part of the specialist marketing management and pitch consultancy's efforts to expand its specialism within the rapidly evolving areas of ad tech implementation and alignment, data and analytics assessments, and tech capability management.

Anton Buchner (left) has been promoted to Business Director at TrinityP3. His role will focus on driving the consultancy's expanded data, analytics and technology transformation offering.

Joining the TrinityP3 team is Dr Kate Gunby, a marketing effectiveness expert. Gunby comes on board after completing her PhD at the University of Sydney, where she also lectures in marketing research and analytics. Her academic background and practical expertise will undoubtedly contribute to the company's data and analytics capabilities.

Adrian Treahy (right) returns to TrinityP3 after a six-year stint with Infosys, bringing with him extensive experience and expertise in developing and implementing ad tech and martech solutions for major businesses. His return to the consultancy is a testament to the growing importance of ad tech in the marketing landscape.

These appointments follow the recent hiring of Nic Christensen as a Senior Consultant, who previously held the position of Head of Corporate Communications for media companies Nine and SBS.

Darren Woolley, Founder and Global CEO of TrinityP3, commented on the new appointments, saying, "Every day, we are 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.

"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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