



NEWS

TrinityP3 makes senior hires, promotes Anton Buchner

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by LAUREN MCNAMARA



Marketing management and pitch consultancy TrinityP3 has made several senior promotions and hires to build out its specialisms and meet rising demand from marketers.

The consultancy has promoted Anton Buchner, and has hired Dr Kate Gunby and Adrian Treahy in an effort to grow in adtech implementation and alignment, data and analytics assessments, and tech capability management.

Buchner has been promoted to business director to help drive the consultancy's growth efforts in those areas, after nearly 14 years as a consultant. His previous experience includes 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. The marketing effectiveness expert is a former GM at Annalect, and has also previously worked in data analytics roles at Merivale.



Meanwhile, Treahy returns to the consultancy after six years at Infosys. He has experience in developing and implementing adtech and martech solutions for businesses and will use this to support TrinityP3's ambitions.

"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 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," he concluded.

The senior appointments comes after the recent hire of ex-SBS and Nine corporate comms head Nic Christensen as a senior comms consultant.

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