



FOR IMMEDIATE RELEASE

6 June 2017

## **Isentia appoints James Orlando as new Chief Financial Officer**

**Sydney, Australia** – 6 June 2017 – Leading media intelligence company, Isentia, has named James Orlando, former Veda Group Ltd. executive as its new Chief Financial Officer (CFO).

Commencing 28 June 2017, James will be responsible for the financial management of the Isentia business as it continues to grow across Asia-Pacific.

James joins Isentia after more than three years as CFO of Australian credit analytics company, Veda Group Ltd. He has experience across a number of industry sectors and was previously CFO of telecommunications companies AAPT Ltd. and PowerTel Ltd.

John Croll, Managing Director and Chief Executive Officer of Isentia, says: “With his experience in finance leadership and delivering value for investors, we’re pleased to welcome James to Isentia’s executive team.

“James has a strong track record of working with fast-paced and data-rich companies in a career spanning nearly three decades. His expertise will be invaluable as Isentia continues to integrate its media intelligence, insights and content marketing capacities.”

James takes over from outgoing CFO Nimesh Shah, who announced his resignation in March. Shah has remained with the business to ensure a smooth leadership transition.

“I’ve focused my career on working in fast moving companies within dynamic and growing industries. I am thrilled to be joining the Isentia team,” Orlando says.

“Isentia has a reputation of being at the cutting-edge of the media insights industry and I’m looking forward to driving further growth for the business, its clients and its shareholders.”

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**About Isentia**

*Isentia (ASX:ISD) is APAC's leading integrated Media Intelligence, Insights and Content Marketing business.* Through both innovative, market leading SaaS as well as strategic advice and direction, Isentia works with over 5,000 clients across 15 countries providing data, analysis, content and consulting services around the clock. To find out more about how we inform better decisions, please visit [www.isentia.com](http://www.isentia.com)