



31 August 2022

The Manager

Market Announcements Office  
Australian Securities Exchange  
4<sup>th</sup> Floor, 20 Bridge Street  
SYDNEY NSW 2000

**Office of the Company Secretary**

Level 41  
242 Exhibition Street  
MELBOURNE VIC 3000  
AUSTRALIA

General Enquiries 03 8647 4838  
Facsimile 03 9650 0989  
[companysecretary@team.telstra.com](mailto:companysecretary@team.telstra.com)

**Investor Relations**  
Tel: 1800 880 679  
[investor.relations@team.telstra.com](mailto:investor.relations@team.telstra.com)

**ELECTRONIC LODGEMENT**

Dear Sir or Madam

**Telstra announces new Group Executive for Consumer & Small Business**

In accordance with the Listing Rules, I attach a market release, authorised for lodgement by the CFO, for release to the market.

Yours faithfully,

**Sue Laver**  
Company Secretary



## Telstra announces new Group Executive for Consumer & Small Business

**Wednesday, 31 August 2022** – Telstra today announced Brad Whitcomb had been appointed as the new Group Executive for Consumer and Small Business (C&SB).

Incoming Telstra Chief Executive Officer, Vicki Brady, said Brad would join Telstra with extensive global experience in telecommunications customer roles.

“I am delighted to welcome Brad to the team to replace Michael Ackland, who has been appointed our Chief Financial Officer,” said Ms Brady.

“Brad has had a remarkable career with a long list of customer-focussed roles across the US, Japan and Australia. In his current role as Chief Customer Officer for NBN Co, he is accountable for delivering more than \$5 billion in annual wholesale broadband services revenue across a range of access technologies, giving him an intrinsic understanding of the Australian telco market.”

Brad has spent just over eight years at NBN Co in various roles, including accountability for residential customers, strategy, culture and transformation. He spent two years as Vodafone Hutchison Australia’s chief strategy and business transformation officer and has held various other global and national roles.

“While much of his career has been in telco, he has also helped found a software business, worked for an energy utility and a smart metering business. Brad’s mix of strategic ability, strong leadership and telecommunications track record position him well for the role,” said Ms Brady.

“Brad currently works closely with NBN Co’s retail partners to deliver end-to-end customer solutions to Australian consumers so he understands that customer experience is at the heart of our business.”

Brad starts with Telstra on 16 January next year. Current C&SB Telstra Executive, Amanda Hutton, will act in the Group Executive role until that time.

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**Telstra media contact:** Steve Carey, General Manager Media

**M:** +61 413 988 640

**E:** [media@team.telstra.com](mailto:media@team.telstra.com)

**Reference number:** 068/2022

**Telstra investor contact:** Nathan Burley, Investor Relations

**T:** +61 457 529 334

**E:** [investor.relations@team.telstra.com](mailto:investor.relations@team.telstra.com)