



## **MARKET RELEASE**

**23 October 2018**

### **Matt Bain joins Spark New Zealand as marketing director**

Further to its market release on 2 July 2018, Spark New Zealand announces that Matt Bain has started as its Marketing Director, effective today.

Managing Director Simon Moutter said the company has been looking forward to welcoming Matt in his new role. "Matt will bring his outstanding digital marketing and customer experience skills right into the centre of our thinking and actions."

Until recently, Matt was European Managing Director for AKQA – one of world's leading innovation and brand experience agencies, with responsibility for 500+ employees across five countries. He has built an impeccable international reputation with some of the world's greatest brands - Nike, Heineken, Mini, Rolls Royce, Siemens, EASports, Audi, Phillips, Tommy Hilfiger and KLM amongst others.

As well as his role on the Leadership Squad and his responsibilities for marketing and the Spark brand, Matt will also provide guidance for a variety of other areas across Spark's Agile organisation including customer experience, omnichannel, mobile, broadband, data adoption, corporate relations and Lightbox.

Matt is a New Zealander who has just returned home with his family after living and working overseas in Europe.

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