



ASX Announcement

Thrive Tribe Technologies Limited (ASX:1TT)

23rd October 2023

THRIVE TRIBE TECHNOLOGIES ANNOUNCES LEADERSHIP TEAM TO SUPPORT LONG TERM GROWTH

Thrive Tribe Technologies Limited (ASX: 1TT) is pleased to announce three new key leadership hires that support its long term growth strategy.

Alana Gibbs has been appointed as Head of Product. With over 10 years experience in product development, Alana has led product teams at Bupa in both the capacity of Head of Product and Head of Digital Strategy and Transformation. Prior to Bupa, Alana played a pivotal role in product management and shaping innovative solutions at Australia Post. She is known for her ability to build not only successful products, but also high-performing teams. Alana commenced her new role on 18 September 2023 and reports to Wes Culley, Executive Director.

Natalie Thursfield has been appointed Head of Marketing. Prior to joining Thrive Tribe Technologies, Natalie held numerous Senior Marketing Partner, including at a NASDAQ company and Marketing Manager at Skip. With over 12 years experience in marketing management, Natalie has played a significant role in scaling tech start-ups, driving growth and building strong brands in the market. Natalie commenced her new role on 11 September 2023 and reports to Wes Culley, Executive Director

The third appointment was Alexandra Thursfield who has been appointed Head of Brand. Alexandra has over 7 years of experience of brand management and is the Founder of Daily Food. Alexandra commenced her role on 11 September 2023 and also reports to Wes Culley, Executive Director

Alana, Natalie and Alexandra are poised to bring a revolutionary unique platform in the health and wellness space. Our commitment to innovation, quality, and user experience ensures that our product will stand out in the health and wellness space, offering tangible benefits and setting new industry standards for our creators and consumers.

[Thrive Tribe Technologies](#)

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Executive Director, Wes Culley, commented, “our belief in hiring the best and the brightest is simple: we understand that to succeed in a competitive space, you need more than just a great idea. You need a team that can turn that idea into a reality, refine it through continuous innovation, and deliver an exceptional user experience. We're confident that the individuals we've brought on board will not only help us grow Sixty but will also push the boundaries of what's possible in the Health and Wellness industry.”

[This ASX announcement has been authorised by Thrive Tribe Technologies Limited's Board of Directors.](#)

For further information, please contact
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