

THE TEAM



Scott Hamilton Regional Director Australia/New Zealand

Scott leads BBC.com's sales team of nine people in Sydney and Melbourne, maximising advertising opportunities for the world-leading news website, which attracts more than 2.66 million Australians per month and 54 million worldwide.

Scott's role ensures optimal commercial exploitation of all potential advertising space on BBC Worldwide's Australian and New Zealand platforms, and the driving of multi-screen opportunities with MCN, BBC Worldwide's broadcast advertising partner.

Scott joined BBC Worldwide from SMG Red, where he led digital strategy across its portfolio business. He has also held senior sales roles at Yahoo7, ACP Magazines and PBL Media in both Australia and New Zealand.

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Andrew Knowles NSW Sales Manager

"The BBC is a professional company to work for and we are proud of our quality content and trusted brands. Within the BBC.com team we work hard with our advertisers to bring them exceptional cross media advertising solutions and campaign management second to none".

Andrew began his media career at PBL Media 7 years ago and has worked across many areas the industry, including magazines, television and online. Andrew has been working at BBC since July 2010 and his expertise extends across multiplatform campaigns. Andrew understands clients needs across all mediums.

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Serenity Harbour VIC Sales Manager

"The BBC carries a level of credibility that is synonymous with its name and I take great pride in representing the company in the Melbourne market."

Serenity has worked within the media industry for the past 10 years, her first role being with the Herald Sun. Since this time she has worked across outdoor, radio, print, representing such companies as Adshel, DMG Radio (Nova) and her career has also taken her to work in the UK. This along with working with both creative and media agencies, has helped her develop a well rounded understanding of the industry.

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Elias Psarologos Digital Account Manager

"I enjoy representing one of the largest and most respected media brands in a progressive marketplace".

Elias has been a valuable asset to BBC.com Global Ad Sales team for the past 18 months. His eleven years experience in advertising began outdoor for APN before embarking on the world of digital 6 years ago with publishers such as News and Sensis. Elias prides himself as a team player with a proactive attitude in understanding clients' requirements and thriving on customer interaction and providing a solution.

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