



TVNZ Chief Revenue Officer appointment

TVNZ has today announced the appointment of Valerie Walshe to the role of Chief Revenue Officer.

Walshe is a sales and marketing leader with broad experience across technology, finance, media and telecommunications. Most recently, Walshe was General Manager, Brand and Operations (Global) at Xero.

Jodi O'Donnell, TVNZ CEO, says "I am delighted to welcome Valerie to TVNZ. She has extensive experience across commercial, marketing and technology and joins us at a crucial time, as we double down on our ambition to be a digital-first media organisation and implement our strategy to triple digital advertising revenue by 2028.

"Over the next few years, we will significantly increase digital advertising opportunities for New Zealand businesses, create new revenue streams outside of advertising, and give our advertisers more data-led options on our platforms. Valerie will no doubt have a tremendous impact leading our world-class Commercial and Marketing team on these initiatives and more."

Prior to working across several New Zealand and global leadership roles at Xero, Walshe worked at global technology company IBM for more than 10 years, in a number of marketing leadership roles across Asia Pacific, and gained experience at a number of technology startups, including BankDirect and launching the New Zealand arm of Wunderman, the direct marketing agency. Early in her career, she had a stint working at TVNZ working with our teams to launch a new internet portal nzoom.

Walshe was a judge for the NZ HiTech Awards and the Asia Pacific Campaign Agency of the Year Awards and spends time mentoring up and coming marketers.

Walshe says, "TVNZ has a long history of providing businesses with the opportunity to connect with its viewers, ensuring they can grow and flourish. It's clear TVNZ has continuously innovated to create new ways for advertisers to connect with their audiences, and I look forward to continuing this path of creativity and innovation, particularly as it speeds up its shift to a digital-first model. I just can't wait to get started."

Walshe will take up her new role on 29 May.

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