

ADAM SADLER RESIGNS AS SBS DIRECTOR OF MEDIA SALES

SBS to recruit a new Director of Media Sales over the coming months, with Jane Palfreyman to assume temporary leadership.

31 July, 2024

SBS Director of Media Sales Adam Sadler has announced he will step down after a successful six and half year stint leading SBS Media.

Jane Palfreyman, SBS Chief Marketing and Commercial Officer, will assume temporary leadership of SBS Media over the coming months, while SBS goes through a process to recruit a new Director of Media Sales.

"In recent years, the SBS Media team has made sure it always punches above its weight," said Palfreyman. "A lot of that has been due to Sads and the SBS Media leadership team's focus on crafting a successful strategy which put SBS On Demand at the heart of our commercial offering.

"I want to thank Sads for his significant contribution to the business going back 15 years. He leaves SBS Media in a very strong space with a world-class team delivering excellent outcomes for our clients."



Jane Palfreyman, SBS Chief Marketing and Commercial Officer (centre), with some members of the SBS Media Sales leadership team (L-R): Lee Callagher, National Manager – Operations and Digital Product; Kevin



Harris, Head of Operations and Trading; Kate Young, National Manager – CulturalConnect; Keiran Beasley, National Sales Manager – TV and Digital.

Over this period, Keiran Beasley, National Sales Manager – TV and Digital, Lee Callagher, National Manager – Operations and Digital Product, and Kate Young, National Manager – CulturalConnect will be elevated in their roles.

"We have a really strong leadership team at SBS Media and I look forward to working more closely with this exceptional team," Palfreyman added.

During his time leading SBS Media, Sadler has ensured the broadcaster was at the forefront of the commercial digital transformation strategy, shifting the digital business from a handheld to a programmatic operating model, that has significantly grown digital revenues over the past six years.

Sadler was instrumental in several innovative market initiatives during his tenure, including SBS On Demand's opt-out for advertising in certain categories and SBS's Beyond 3% initiative, which has helped grow media spend in the First Nations media sector.

"SBS Media has truly been a force in the market in recent years," said Sadler. "We have shown how SBS is a force for good at the intersection of public and commercial media. We have led the market in the shift to digital video, but we have also led on other key areas such as responsible advertising and investment in First Nations media.

"The senior team is in a really strong position and now is the right time for me to move on to new challenges."

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