



## **MEDIA RELEASE**

**Media Release Under Embargo Until 8.30am Monday 31.7.17**

### **Adshel heads push into the future of automated out-of-home - appoints Steve Geelan as new head of platform sales**

Further cementing its position as a leading innovator in the Australian out-of-home industry, Adshel announces that Steve Geelan will be heading up the future of automated out-of-home trading at the company.

With over 20 years' experience, Geelan has worked across the fields of digital media, out-of-home innovation and automated trading. Geelan's newly created national role will be focused on owning and developing the automation function in the front end of the business: allowing transactions, campaign planning, and content delivery to take advantage of the technology that now exists in out-of-home.

Geelan will be involved in the development and strategy of Adshel's digital and data products, working closely with the product marketing, commercial, sales, systems, digital operations and audience intelligence teams at Adshel. From an External stakeholder point of view Geelan will primarily deal with agency programmatic trading desks, adtech companies and agency digital teams, as he helps create the new advertising eco-system that is automated out-of-home advertising.

Having previously worked for Adshel, Steve has held positions as manager of the airport division for EyeCorp, commercial director at Mi9 and more recently as general manager at Site Tour, the SaaS location targeting offering for both sales and buying sides of the out-of-home industry.

Adshel are excited by Geelan's start and even more so about the future of automated trading.

Adshel Sales and Marketing Director David Roddick said, "Steve's appointment reflects the strength of our business as a leader and innovator in the out-of-home market and our commitment to driving continued growth by leveraging new technologies to benefit our business and that of our clients and partners."

"Steve will play a major role in shaping our digital future as he helps create the new automated out-of-home advertising ecosystem. He is certain to be a valuable asset to our growing business."

Steve's appointment forms part of Adshel's ongoing commitment to driving the innovation agenda with the business announcing partnerships with Rubicon Project and Lotame earlier this year, further strengthening its capabilities in the area of automation and data.



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**About Adshel**

As a leading out-of-home media company, Adshel allows advertisers to connect, engage and influence commuters where they work, live, shop and play across Australia and New Zealand. Adshel is wholly owned by HT&E and is now one of the most recognised names in street furniture and a key player in the out-of-home media market reaching 92% of Australia 68 times a fortnight.

Looking ahead, Adshel will continue to lead the market in innovation and insights with an ongoing digital expansion across Australia and New Zealand coupled with data and geo-targeting solutions, offering advertisers new ways to reach, engage and impact their audience.

For more information, visit [www.adshel.com.au](http://www.adshel.com.au)