

12 March 2015

**Snakk appoints new Country Manager in NZ**

*Niko Toluono starts this week*

Snakk Media has appointed Niko Toluono to take the reigns of the company's New Zealand office as Country Manager.

Niko joins Snakk from Fairfax, where he was a media consultant for nearly three years, and has also held senior roles at Mediacom and Ogilvy NZ. He brings a wealth of advertising experience to Snakk, having developed channel strategies and implemented large scale campaigns for brands across traditional media, digital and mobile channels.

Snakk Group CEO Mark Ryan welcomes Niko to the team, which currently operates out of offices in Auckland, Sydney, Melbourne, Brisbane and Singapore: "Finding experienced talent in this fast-growing market can be quite challenging. We've got a real win with Niko - he's got the right mix of skills and personality to lead the New Zealand team, is well-known in the industry, and he's a handsome devil. He's going to continue the great work Snakk has been doing in New Zealand. It's great to have him on board."

Mr Ryan says Niko's arrival comes as the company experiences record growth in New Zealand, with the team expected to grow further in 2015 as demand for Snakk's innovative mobile advertising solutions continues to increase. Niko can be contacted at [niko.toluono@snakkmedia.com](mailto:niko.toluono@snakkmedia.com) and +64 21 827 349.

Niko replaces former Country Manager Alan Oliver, who is leaving Snakk to start up a new sales focussed division at Arc Recruitment. Mr Ryan says the entire team at Snakk thanks him for his hard work, and wishes him well in his next adventure.

Last month the Interactive Ad Bureau (IAB) of New Zealand released its fourth quarter report on digital ad spending, citing mobile as the fastest growing channel, increasing 119% year-on-year.

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**Contacts:**

Media:

Julie Landry, 021 895 098, [Julie.Landry@snakkmedia.com](mailto:Julie.Landry@snakkmedia.com)