

**Broadbanding
Australia**



Media Release

31 January, 2011

NBN Co appoints General Manager Marketing

NBN Co, the company responsible for the design, construction and operation of the national broadband network, has appointed former Hitachi marketing executive, Tim Smith, to the role of General Manager Marketing.

The role reports to Jim Hassell, Head of Product Development and Sales, who said: "NBN Co has already developed a comprehensive set of information in relation to its products and pricing. The Product and Pricing Overview was released just before Christmas, and we have also released information for industry consultation on our accreditation and on-boarding processes, as well as detailed information about proposed B2B interfaces.

"This role will be important in our marketing of NBN products and services to access seekers, and I'm pleased we have attracted someone with Tim's background in business-to-business marketing in the ITC sector.

Tim starts work with NBN Co this week.

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