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## ***Two senior commercial hires, the Smiths join carsales.com.au***

carsales.com.au has commenced 2018 with two senior hires in its commercial team, Lauren Smith and Jodie Smith.

Lauren joins carsales as Head of Product Media, OEM and Corporate after four years heading up digital and customer experience at Renault Australia, where she led all facets of the brand's digital strategy, which was a central component of the brand's solid sales growth during her time there.

At carsales, Lauren is responsible for ensuring the company's media products deliver real and measureable outcomes for their advertising clients, bringing insights from her automotive and media experience to inform carsales' commercial product offering.

"carsales is a unique partner for our clients, offering more than media solutions. I'm thrilled to be working with such a smart group of people on some incredible products," said Lauren. "I look forward to driving brand solutions through native, video and content marketing, and evolving carsales' audience and data-driven offerings," she added.

Jodie joins carsales as Head of Sales NSW, QLD & WA, bringing a wealth of senior sales and brand leadership experience from Fairfax Media where she was Brands & Audiences Director across the Life Media portfolio.

In her new role, Jodie is responsible for leading the sales teams in each of her markets to grow key clients, and identify areas of development for the business.

Jodie is excited that the next chapter of her career is at carsales because she believes "carsales is a forward thinking business that is a clear leader in its category" and "the auto industry is dynamic and diverse in both in the scope of products and complexities of the customer journey."

Sam Granleese, carsales Director of Product & Insights, said "we are delighted to welcome Lauren and Jodie to carsales to help drive our commercial success further."

"It's been an outstanding first half of the year at carsales. We reinforced our market leading position whilst reinvesting in products and services to create further client value. Our strategy positions us well for continued growth, and it's terrific to have Lauren and Jodie on board to help lead our plans in their respective areas," said Granleese.

**FOR FURTHER MEDIA  
INFORMATION CONTACT:**

Sarah-Lucy Rice

[sarah.rice@carsales.com.au](mailto:sarah.rice@carsales.com.au)

(03) 9093 8665

+61 (0)419 324 445

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Together with its subsidiaries employing more than 600 people in Australia, carsales.com Ltd. develops world leading technology and advertising solutions that drive its business around the world.

The carsales.com Ltd. network has operations across the Asia Pacific region and has interests in leading automotive classified businesses in Brazil, South Korea, Mexico, Chile, Argentina and Colombia.

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