

27 May 2019

Officeworks appoints General Manager Marketing

Officeworks has recently welcomed experienced retailer and marketing leader, Jess Richmond, to the role of General Manager Marketing.

Jess was most recently Head of Brand and Communications at 7 Eleven, where she led Advertising, Marketing, Category Marketing, Packaging, Brand and Digital. Prior to that, she held various senior marketing positions, including senior marketing roles at Coles Supermarkets and Boost Juice Bars.

The General Manager Marketing is a newly created role that oversees advertising, brand and CRM, and reports directly into Officeworks' Managing Director Sarah Hunter.

Sarah said she is delighted to welcome Jess to the team: "It's such an exciting time to join the business – our customers' expectations and needs are changing faster than ever, against a backdrop of an increasingly competitive environment.

"Jess is an experienced retailer and marketing leader who is hugely passionate about building on the strong foundation of the Officeworks brand to create a true connection with our customers. She will be instrumental in driving our marketing and brand forward, she said."

Jess is thrilled to join an innovative every-channel retailer that is focused on putting the customer first: "It's a really exciting time to be in retail, and a brilliant opportunity to help Officeworks continue its fantastic work on delivering a culture of customer-centric communications."

"I'm looking forward to building a deeper connection with our customers and exploring new ways to better understand and inspire them to make bigger things happen," she said.

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About Officeworks

Established in Richmond in 1994, Officeworks is Australia's leading retailer and supplier of office supplies, tech and furniture solutions for home, business and education needs. With three easy ways to shop in store, online or by phone, customers be sure to find exactly what you need with our widest range, when you need, and all at low prices. Plus, you'll enjoy friendly expert advice and helpful services. Officeworks offers customers more than 35,000 products on its website, operates a national customer service centre and has a growing team of expert business specialists to cater for micro, small and medium business customers. As part of the Wesfarmers' group, Officeworks has an extensive national footprint operating 165 retail stores and employing more than 7000 team members. Join Officeworks' online communities on Facebook, LinkedIn, Instagram and YouTube.