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For Immediate Release

Media Release

JFMedia welcomes young leader to the helm

RENOWNED Brisbane based media representation company, JFMedia is celebrating the start of a new era with Kate Petersen, just 28, taking over ownership of the business on August 4 after close to a decade working for the company.

A shareholder in the business for almost five years Kate has been instrumental in growing the business and said she approached her business partner Graham Young with the proposition to take on full ownership, which he readily accepted.

“I have always been passionate about this business and since becoming a Director I have always entertained the idea of one day owning the company. When I felt the time was right, it was a very natural progression for both Graham and I,” she said.

“Graham has been a great business partner and I am happy that he will now be able to enjoy his retirement confident that the business he originally built will be in capable hands.”

Three months after the birth of her son Samuel, Kate has meticulously planned her return to the business as owner and is excited about the challenge ahead of her.

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“I realise I will be taking on a broader role with more administration and financial responsibilities but I am up for the challenge and relish the opportunity to drive and grow the business further,” she said.

“I certainly won’t be doing it alone though as I have a fantastic team behind me. Nicole Hofmeier has been a very valuable employee for over four years now. Ros Presho has been a great asset to the team over the last nine months, and more recently, Janine Hibberd has come on board to look after our television and online sales. My husband Michael will also help me manage the business.”

Graham, who is now looking forward to retirement, said Kate was a dynamic young woman with amazing sales and leadership skills.

“From the minute Kate walked through the door we knew she was a natural born leader and she certainly thrives on establishing great relationships with the agencies in Brisbane,” he said.

“She has always taken charge of business growth particularly since she has been a Director. I am more than confident in her abilities to lead JFMedia in the future.”

JFMedia represents a number of leading media brands including West Australian Newspapers, Australian Senior Publications, Fairfax Business Media, Full Circle Media for Subscription TV and COGS Media in the online arena. For further information refer to www.jfmedia.com.au.

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