



MEDIA RELEASE

Strategic marketing consultancy Kineo announces senior appointments

SYDNEY, 24/2/2009: Kineo (<http://www.kineo.com.au>) has appointed two new senior positions to help drive the [premium strategic marketing consultancy's](#) growth. Kristi Barrow has joined Kineo as [Head of Data & Analytics Strategy](#), while Jon Bovard has joined as [Senior Digital Strategist](#).

<http://www.kineo.com.au/who-we-are/#Jon-Bovard>

Managing Director Nico Abbruzzese said "We are delighted to have two such seasoned professionals join Kineo. Kristi is an experienced marketing professional with a deep understanding of digital strategy and a wealth of knowledge in consumer online marketing. Jon is a seasoned eCommerce professional and his experience in the highly advanced European eCommerce market will be a great asset to Kineo and our clients."

Kristi's specialties include [search engine marketing \(SEM\)](#), search engine optimisation (SEO), web analytics, display advertising and marketing ROI. Most recently, Kristi held the position of Marketing Director, Australia & New Zealand at Expedia Inc. the world's leading online travel company. Kristi's experience heading up marketing for Australia and New Zealand at one of the world's leading eCommerce retailers, has given her great insights into the digital landscape.

Kristi holds an MBA degree from the Australian Graduate School of Management (University of New South Wales) and is a Certified Practising Marketer (CPM) of the Australian Marketing Institute.

Jon brings over 6 years experience immersed in the European eCommerce market and has extensive capabilities in [eCommerce retailing and digital marketing](#). Prior to joining Kineo, Jon held the position of eCommerce manager at the exclusive Luxury ecommerce destination – CoutureLab, based in London.

Jon holds a Bachelor of Business, with major in Marketing and eCommerce from the Queensland University of Technology.

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About Kineo

Kineo (<http://www.kineo.com.au>) is a premium strategic digital consultancy helping marketers unlock the potential of innovation for their brands and business. Kineo's consulting approach translates clients' business vision and objectives into a strategic road map, geared to maximise every marketing \$, every step of the way. Kineo's approach removes the guess work from marketing, and produces actionable insights for brands hinged on creating accountability and delivering ROI.