



## **DTDigital expands strategic team**

**Melbourne, December 17, 2009:** Leading digital agency DTDigital, part of the STW Group, has appointed digital specialist Natalie Verheggen as Group Account Director for the company's growing team.

As Group Account Director, Natalie will deliver on client and solution strategy, team, and finance management for a number of accounts, including AAMI, Fosters, Swinburne University and Australian Coal Association.

Coming most recently from The Arts Centre in Melbourne where she led digital strategy, Natalie brings more than ten years of international experience shaping strategies for high profile organisations across media and entertainment in Australia, the UK and the Netherlands.

Natalie's previous work includes digital strategy with The Australian Ballet, Mollison Consulting in arts marketing both in the UK and Australia, and with Avans University in the Netherlands on the formation and development of their multimedia design course. She also helped in the foundation of entertainment production company, Chocolate Liberation Front.

Natalie previously worked for DTDigital in 2008, where she produced a Webby Honoree award-winning site for the Australian Coal Association.

DTDigital Managing Director, David Trewern, said of the appointment: "Natalie's credentials are very strong, and she's an experienced producer of digital content. She has managed a range of large-scale online projects.

"Her experience in both the creative and digital worlds is a beautiful fit for our team. We welcome her return to DTDigital with excitement," he said.

Natalie also commented on her appointment: "It's great to be back working with DTDigital. The team and environment here are fantastic, really engaging and cohesive, and the quality of work produced reflects that. I'm keen to contribute to the group and to see what great results we can continue to deliver for our clients.

DTDigital is part of OgilvyOne Worldwide, and STW Group, Australia's leading marketing content and communications services group.

### **Ends.**

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