

## Live Nation Australasia Appoints Greg Segal as President of Brand and Marketing Partnerships



Live Nation, today announced the appointment of Greg Segal to President of Brand and Marketing Partnerships for Australia and New Zealand. Based in Sydney, Greg will report to Alan Ridgeway, Chairman of Live Nation Asia-Pacific and Russell Wallach, Global President Sponsorship & Media.

In this newly created position, Greg brings a breadth of knowledge and experience having recently served as Managing Director of Sydney agency mixitup, which he founded in 2006. In 2013, Live Nation acquired a majority share of mixitup and since then Greg has been responsible for the creation and leadership of the current brand partner program which includes integrated and 'always on' partnerships with leading Australian and New Zealand brands Optus, AMEX, Air New Zealand, Spark NZ, Virgin Australia, NAB, Hertz and more.

"Since we originally partnered with Greg in 2013, he has developed world-class brand partnerships for the Australian and New Zealand markets. We welcome working more closely with Greg to build on both existing and new brand partnerships in his new role with Live Nation," said Alan Ridgeway, Chairman of Live Nation Asia Pacific.

Russell Wallach, Global President Sponsorship and Media for Live Nation added: "Greg has a proven track record of creating ground-breaking brand partnerships and this opportunity will see him leading a team of specialists in Australia and New Zealand to craft end-to-end solutions for leading brands in music and entertainment."

2018 was a record year for Live Nation Australia with some of the biggest tours in history hitting the country, including P!nk, Taylor Swift, Bruno Mars and Shania Twain. This year is set to be another big one with tours from Red Hot Chili Peppers, Fleetwood Mac, Maroon 5, Metallica, Childish Gambino and Post Malone and more of the biggest names in music to be announced.

Segal added: "Over the last few years we have built a great team and a fantastic group of brand partners. I am excited to be able to continue to work with the team to deliver unforgettable live experiences to music fans across Australia and New Zealand".

### **About Live Nation Entertainment**

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Sponsorship. For additional information, visit [www.livenationentertainment.com](http://www.livenationentertainment.com).

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