



5 September 2017

The Manager

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**ELECTRONIC LODGEMENT**

Dear Sir or Madam

**Telstra appoints Vicki Brady as Group Executive, Consumer and Small Business**

In accordance with the Listing Rules, I attach a market release, for release to the market.

Yours faithfully

**Damien Coleman**  
Company Secretary



## Telstra appoints Vicki Brady as Group Executive, Consumer and Small Business

**5 September 2017** – Telstra today announced that experienced telecommunications executive Vicki Brady would succeed Kevin Russell as Group Executive, Consumer and Small Business.

Ms Brady has been with Telstra since mid-2016, having joined as Group Managing Director – Consumer from SingTel Optus where she held the position of Managing Director of Marketing and Products in Australia.

In the new role, Ms Brady will have responsibility for Telstra’s consumer, small business, channels to market and product functions as well as customer experience programs. She will report directly to CEO Andrew Penn and join the CEO leadership team.

“Vicki brings a wealth of experience and in-depth knowledge in the Australian telecommunications sector. Since joining Telstra, she has proven herself leading our contact centres, stores, digital channels, business centres, licensee and partner arrangements as well as demonstrating an unrelenting focus on customer experience,” Mr Penn said.

“She has a strong track record of improving customer experiences, leading product simplification and delivering outstanding commercial results. She is highly regarded internally and externally and will make a strong addition to my leadership team.

“We are grateful for the contributions which Kevin Russell made during his time with Telstra and wish him all the best for the future.”

Ms Brady has a Bachelor of Commerce from the Australian National University and a Masters of Science in Management from the Stanford University Graduate School of Business. She is a member of the Institute of Chartered Accountants ANZ.

The appointment is effective immediately.

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