
Tuesday, 18 December 2012

New GM Communications for Destination NSW

Destination NSW CEO Sandra Chipchase announced today that Ms Tanya Bowes will be joining the DNSW team in January in the new role of General Manager, Communications.

“I am delighted to announce this appointment. Tanya has an impeccable track record of achievement in Public Relations, Corporate Affairs and Strategic Communications, over the last 17 years.”

Tanya has worked for major corporate brands as well as global PR agencies Weber Shandwick and Fleishman Hillard, on accounts including Acer, Siemens, Optus and Dell. Tanya managed the corporate communications for companies such as Vodafone, 3Mobile/Hutchison Telecommunications and PeopleSoft, setting and implementing communications strategies reaching media, analysts, employees, government, customers and other influencers. Tanya also brings a depth of Asia Pacific experience to DNSW, gained as the Communications Director for PeopleSoft, where she led PR and communications in Japan and Asia Pacific.

“Tanya’s expertise and experience will be an important future asset for Destination NSW in our drive to ensure NSW remains top of mind for interstate and international visitors”, Ms Chipchase said.