

Corporate Ladder: your weekly guide to executive appointments

Betting on a holiday

Former Sportsbet General Manager of Customer Engagement **Lahnee White** has been appointed Chief Marketing Officer at South Australian regional accommodation company G'day Group.

White's move to Adelaide follows several senior roles on the east coast – primarily in banking – including Head of Advertising at Westpac Group, Head of Marketing at St George Bank and Consumer Marketing Manager at Citi.

She moved to Sportbet in 2018 as General Manager of Customer Engagement and Head of Customer Relationship Management and Offers – tasked with maximising retention of betting customers.

Her new executive role at Adelaide's G'day Group, parent company of Discovery Holiday Parks and G'day Parks, sees her head up a “newly restructured marketing team” responsible for the commercial and digital functions of the business.

“There was a need for the business to bring in an experienced marketer to oversee and build our customer experience across all touchpoints,” G'Day Group CEO Grant Wilckens said.

“Lahnee brings a wealth of expertise in end-to-end marketing with leading Australian organisations, and her skills and customer-first approach will be key to accelerating our personalisation agenda.”

White's early career also included stints in public relations and marketing with the New York Post and Thrive PR.

Monday, Apr 11, 2022

By **Thomas Kelsall**