



## GROUP BUSINESS DIRECTOR, ADVERTISING SALES (TV | CTV)

Experienced media sales leader with extensive experience in the Broadcast Media and Entertainment sectors. Known for driving revenue growth through strategic leadership. Proven history of building high-performing teams, nurturing client, and agency relationships, enhancing market innovation and brand presence.

“With 19 years in sales, Luke thrives on creating and implementing innovative advertising strategies that boost revenue. As Station Manager at Channel 7 he led his teams to consistently exceed targets, achieving at least 96% of annual budgets and above from 2018-23 and up to 30% YOY growth other years. By utilizing unique audience data via cross-platform TV and CTV advertising campaigns, consistently delivering on his client's goals.

## EDUCATION | CERTIFICATES

<p><b>RMIT University</b></p> <p><u>Bachelor of Business Entrepreneurship</u></p> <p>March 2006 – Oct 2009</p>	<p><b>Harvard Business School</b></p> <p><u>Entrepreneurship In Emerging Economies</u></p> <p>Oct 2024 – Dec 2024</p>	<p><b>Oxford University</b></p> <p>Executive Leadership Program</p> <p>Jan 2025 – Present</p>
<p><b>Google</b></p> <p><u>Google Ads Certified</u></p> <p>Video, Display, AI, Measurement, Creative</p>	<p><b>Microsoft</b></p> <p><u>Microsoft Certified</u></p> <p>Retail, Video, Display, Search, Commerce</p>	<p><b>IAB Australia</b></p> <p><u>Various Certifications</u></p> <p>Proof of Knowledge, Digital Media, Ad Fraud</p>
<p><b>The Trade Desk</b></p> <p><u>Various Certifications</u></p> <p>CTV, Programmatic Buying, Kokai</p>	<p><b>TV Masters</b></p> <p><u>Think Box Tv Master</u></p> <p>BVOD, CTV, Linear, Buying, Measurement</p>	<p><b>Aust Media Federation</b></p> <p><u>VOZ as a Currency</u></p> <p>Methodology, Process, Convergence</p>
<p><b>LinkedIn</b></p> <p><u>Various Certifications</u></p> <p>Effective Leadership, Team Management</p>	<p><b>Amazon</b></p> <p><u>Amazon Ads Certification</u></p> <p>Retail, Video, CTV, Native, Display</p>	<p><b>Alison</b></p> <p><u>Media Studies Certified</u></p> <p>Entertainment and Broadcast Media</p>
<p><b>Stack Adapt</b></p> <p><u>Connected TV</u></p> <p>Connected TV Channel Certification</p>	<p><b>Basis Technology</b></p> <p><u>Connected TV</u></p> <p>Connected TV (CTV) Essentials</p>	<p><b>YouTube</b></p> <p><u>YouTube Certified</u></p> <p>Monetization, Music, Content Ownership</p>

# EMPLOYMENT HISTORY

## GROUP BUSINESS DIRECTOR

DORRINGTON MEDIA

Melbourne

June 2023 — Present



**DORRINGTON MEDIA**  
36 YEARS OF BROADCAST QUALITY

- Founded and grew a boutique advertising agency specialising in Connected TV (BVOD/AVOD), securing 27 new SMB clients and increasing profitability by 30% in H2 2024 through targeted media solutions and strategic partnership development.
- Negotiated and secured brand partnerships and branded content deals with production houses such as WTFN Entertainment, selling branded content to new businesses on major network formats including 'Healthy Wealthy and Wise' on Seven and 'Space Invaders S6' on Nine, enhancing client brand visibility and engagement.
- Leveraged advanced programmatic advertising techniques using DSPs like Amazon Ads and Yahoo! to optimise campaign performance and cost efficiency, driving sustainable revenue streams.
- Built and maintained strong collaborative professional relationships with major free-to-air broadcasters, using deep media industry insights to advise clients on emerging digital trends and content opportunities.

## STATION MANAGER | SALES MANAGER

CHANNEL 7 | SEVEN NETWORK

Central Queensland

December 2018 — May 2023



- People Management - managed professional growth and developed a high-performing team of 6 sales staff, fostering a culture of collaboration, support, accountability, people first, and continuous improvement that led to multiple individual and team awards.
- Responsibility of \$4M-\$6M annual regional sales budget, consistently surpassing targets by delivering 10-30% year-on-year revenue growth through strategic client acquisition, retention, and portfolio management.
- Led partnership negotiations securing exclusive TV budget allocations from 72% of clients, maintaining 80%+ monthly revenue market share to drive results in a competitive environment through tailored solutions and relationship management.
- Overseeing and implementation of all client contract, creative and completion of campaigns.
- Prioritisation of gtm strategy execution, aligning sales initiatives with network content and audience insights to maximize campaign effectiveness and partner satisfaction.
- Provided weekly detailed performance and financial reports to C-Level executives, enabling data-driven decision making and agile marketing responsiveness.
- Developed and implemented clear, comprehensive training programs for account managers, improving team sales capabilities and influence client service excellence.
- Championed troubleshoot, conflict resolution and campaign escalation protocols to ensure long-term client retention and operational efficiency.

## NETWORK BUSINESS DEVELOPMENT EXECUTIVE

CHANNEL 7 | SEVEN NETWORK

Sydney, NSW

April 2018 — Dec 2018



- Established a \$2M+ new business pipeline within 9 months by identifying and engaging strategic clients, including international brands such as Halo Top Ice Cream.
- Crafted and delivered consultative sales presentations that aligned client business objectives with tailored media solutions, resulting in successful campaign rollouts and client expansions nationally and internationally.
- Managed full sales cycle from prospecting strategic partners to campaign execution and optimisation, mentoring two account executives to strengthen team capacity and performance.
- Achieved Million Dollar Recognition for New Business in FY 2017/18, displaying expertise in client discovery, deal closure, and leadership.

### DEPUTY SALES MANAGER

CHANNEL 7 | SEVEN NETWORK  
Toowoomba, Queensland

*October 2016 — April 2018*



- Generated \$1.4M in new revenue by delivering tailored advertising solutions, portfolio management, expanding the client base, and leading a fast paced, high-performance sales team.
- Demonstrated leadership in account management and team client relationships, highlighting strong management and presentation skills by being able to adapt to direct client's, national advertising agencies and independents across TV and BVOD.
- Secured strategic community commercial partnerships to support local initiatives, enhancing client campaigns and boosting ratings through exclusive content and partnerships.
- Forecasting reports-maintained responsibility for client portfolios and consistently met sales budgets.

### SENIOR SALES REPRESENTATIVE

CHANNEL 7 | SEVEN NETWORK  
ROCKHAMPTON, Queensland

*February 2015 — September 2016*



- Generated \$1.2M in revenue and secured thirty-six new businesses by implementing tailored advertising solutions to agencies and direct clients. Further enhanced client base and local market presence by generating sales leads.
- Prepared and presented regular forecasting reports using effective communication and presentation skills, ensuring accountability for a diverse client portfolio and office results.
- Built and kept strong relationships with a major Agency Holding groups and related Ad Agencies to secure ad partnerships and drive revenue growth.
- Received recognition for 'Highest Individual Over Budget' Seven Network FY2015/16
- Contributed to Sales Office of the Year 2015/16 through team collaboration and cross-functional efforts by maximizing new revenue and delivering service and trading deliverables.

### AGENCY SALES EXECUTIVE

CHANNEL 9 | NINE NETWORK  
SYDNEY, New South Wales

*December 2013 — December 2014*



- Exceeded revenue targets by 15% YoY by delivering first-class agency management, and advertising solutions, ensuring superior service for clients including McDonald's, Apple, E-Bay, Cadbury, and PepsiCo, through effective management of a pipeline of briefs \$15M + while improving sales efficiency.
- Established and developed relationships with key external stakeholders within ad agencies, working with major agency holding groups like Omnicom, OMD, and PHD, by leading cross-functional collaboration to secure ad partnerships and drive revenue growth.
- Enhanced advertising sales strategy by using presentation skills and talent management, providing strategic guidance across CPM, CTP, TARPs to align team goals with company goals.
- Optimized media buying efficiency by implementing, planned 'ideas to agency and investment directors weekly.

## **BUSINESS DEVELOPMENT MANAGER**

GETAWAY LOUNGE | NINEMSN  
SYDNEY, New South Wales

May 2011 — November 2013



- Drove 20% revenue increase for Getaway Lounge by strategically negotiating advertising campaigns and digital assets with tourism bodies, cruise ship companies, and hotel stakeholders
- Achieved highest over budget performance for two consecutive quarters through cross-functional collaboration, precise media planning, and strategic stakeholder partnerships
- Implemented programmatic media buying strategies that generated 15% year-over-year revenue growth in the travel hub sector, targeting relevant audiences with optimized ad spending
- Enhanced team productivity through strategic leadership, providing guidance that fostered collaboration and maintained a high-performance culture
- Recognized for Highest Crossing Revenue at Getaway Lounge in Q4 12/13 and Q1 13/14, demonstrating consistent ability to exceed revenue targets in competitive market environments

## **VOLUNTEERING**

### Volunteer at Ronald McDonald House

#### Charities Southeast Queensland

May 2015 – May 2023

- Volunteered at McDonald's for McHappy Day, collecting donations and aiding in the kitchen. Contributed to promotional activities prior to the event and helped a memorable experience for a 6-year-old aspiring reporter in 2022.

### YRF Race Ambassador

September 2020 – September 2023

- Fun run ambassador for Yeppoon Running Festival which is a charity event on the Southern Great Barrier Reef that aims to support local youths into education and training. I was to promote the event leading up to the event.

### Volunteer at AFL Queensland

December 2018 – May 2023

- Supported AFL QLD competitions, promoting new player sign-ups across all age groups and genders. I encouraged active participation, skill development, and enjoyment of a new sport. I volunteered on game days and presented trophies to grand final winners.

## **PROJECTS**

### Seven Managed Services

#### Manilla, Philippines

May 2019 – May 2023

- SWM outsourced roles to a third-party company. My office was selected to implement this transition, implementing workflow, expectations, responsibilities, and integrating them. I trained the first two employees who went on to leadership roles, processes I developed were implemented network wide.

## EXPERTISE

Integrity

Adaptability

Sale | Revenue Growth

People Leader | Leadership

Communication

## AWARDS

**Highest Manager over Budget**  
FY23/22 7Regional  
Seven Network  
July 2023

**Highest Manager over Budget**  
FY22/21 7Regional  
Seven Network  
July 2022

**Exceeded Annual Budget by 28%** FY21/20 7Regional  
Seven Network  
July 2021

**Highest Manager over Budget**  
FY20/19 7Regional  
Seven Network  
July 2020

**\$1M Dollar Club**  
(New Biz) FY19/18 7Metro  
Seven Network  
July 2019

**\$1M Dollar Club** FY18/17  
YoY lift 22% 7Regional  
Seven Network  
July 2018

**\$1M Dollar Club** New Biz  
FY17/16 7Regional 32%  
YoY Increase  
Seven Network  
July 2017

**Highest Individual Over Budget** FY16/15 7Regional  
Seven Network  
July 2016

**Sales Office of the Year**  
7Regional FY16/15  
Seven Network  
July 2016

## PUBLICATIONS

**Australian Leadership Blog Spot**

Jun 2016

[Australian Leadership and Optimism - We talk to the biggest names in corporate Australia!](#)  
[Luke Dorrington on Australian Leadership and the leadership of his boss Ben Roberts-Smith VC](#)

## TESTIMONALS

Working with Luke has been instrumental in aligning our regional marketing initiatives with McDonald's national strategy. His strategic approach facilitated our involvement in key local events, such as sponsoring the local AFL league and the Channel 7 Rockhampton River Run, which promoted active lifestyles among young people.

Luke's commitment extended beyond traditional advertising; he actively supported our McHappy Day efforts for nine consecutive years, enhancing community engagement through news stories and volunteering on the day. His dedication significantly bolstered our brand presence in Central Queensland.



Anton Gazel  
McDonald's  
Central Queensland

"We have partnered with Luke for over 6-8 years, entrusting him with our entire TV advertising budget. His expertise meant our campaigns consistently drove customer footfall. Luke's commitment to our success, combined with his innovative approach, makes him an invaluable partner in our advertising strategy."



Terri and Gerard Watts  
Watts Bros Carpet One  
Rockhampton