



## Nick Ballard

### Managing Director, Australia & New Zealand

Nick is an experienced mobile and digital industry leader who has successfully managed regional business operations and client relationships at digital marketing firms in Australia for more than 12 years.

Currently Managing Director of Australia and New Zealand at Blis, Nick is focused on expanding the company's presence in the region by developing existing partnerships and introducing the firm's location-based intelligence to the market.

Prior to Blis, Nick oversaw regional business operations as General Manager at Amobee and managed client relationships at mobile innovation firm Digital Turbine (MIA), where he delivered mobile solutions for numerous brands.

Outside of work, Nick spends time with his wife and young son - so has now much less time visiting galleries, watching live music or buying art pieces! Still manages going to the Sydney Swans.