

Booktopia appoints Adam Freedman as head of brand and communications

Australia, 14 December: Australia's leading online bookstore, Booktopia, has appointed Adam Freedman as its new Head of Brand and Communications. Freedman's appointment comes as Mark Harding, the incumbent in the role, leaves the business to start a new venture in the literary space.

Freedman will be charged with elevating Booktopia's brand awareness and engagement with consumers in the Australian market, with the ambition to make Booktopia's brands, divisions and products distinct, known, and loved. He will have oversight of the company's earned, owned, shared and paid brand-led activities, with a core focus on building its PR, influencer and social content as part of the brand's forward-thinking integrated marketing strategy.

Freedman joins Booktopia following a stint at Finder Australia as its head of PR and communications. Prior to that, he spent nine years at Red Havas, where he was Practice Head, spearheading campaigns and initiatives for a number of domestic and international brands and businesses with a focus across consumer lifestyle, retail and FMCG categories.

On his appointment, Freedman said: "Booktopia has been on a phenomenal journey since its inception and has helped to add a new dimension to how Australians buy and read books. I'm honoured to play a part in the next phase of its growth and to have the opportunity to champion its position as a great Australian brand and local success story.

"In our ever-changing world, books remain a cultural glue and provide a unique sense of community and inspiration for readers of all ages and backgrounds. It's a dynamic category to work with and there aren't too many richer storytelling opportunities than with a brand that delivers stories by trade!"

Freedman's appointment is effective immediately and he will report into **Steffen Daleng**, Booktopia's Chief Marketing Officer.

As Freedman joins, Harding is continuing to channel his love for books with the launch in late January of his new venture, Papercut Consulting, where he will offer a range of digital marketing and social media services for authors and publishers at www.papercut.consulting

On the team changes, Daleng commented: “I’m delighted to welcome Adam to the Booktopia family. He brings a wealth of insight, experience and creativity to the business with a pedigree of working with big brands and helping to propel them forward in smart and strategic ways. Adam’s appointment will provide us with opportunities to further enhance our brand-building strategy to support our growth trajectory in the months and years ahead and connect more meaningfully with our increasingly diverse customer base.”

“In parallel, I’d like to thank Mark for all of his contributions to Booktopia. He has spearheaded some great initiatives that have helped set us up for success and I wish him all the best with his new career path.”

As Australia’s leading online bookstore with access to more than six million book titles, Booktopia has continued to grow significantly in 2021, as it marks the first anniversary of its public listing on the ASX in December 2020. The company will be launching a number of new initiatives in early 2022 as it gears up for another bumper year.

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