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## Geraldine Davys to re-join iSelect as Chief Marketing Officer

iSelect Limited (ASX: ISU), announced today that it has completed the renewal of its senior executive team, with Geraldine Davys set to return to iSelect to take up the role of Chief Marketing Officer.

Ms Davys previously spent almost two years at iSelect as Director of Marketing and Customer Experience, following a career including senior and executive marketing roles at Sensis (Telstra Media), Westpac, Accenture and Lend Lease.

Ms Davys has spent the past 16 months as Executive Director of Marketing at General Motors Holden, where she led all aspects of Holden's marketing communications, product marketing, digital & content marketing, sponsorship and CRM.

iSelect CEO Scott Wilson said Geraldine's appointment completes iSelect's renewal of its senior executive team.

"We are thrilled to have been able to bring Geraldine back to iSelect. Her intimate knowledge of iSelect and her impressive marketing expertise positions her perfectly to hit the ground running," Scott said.

"Geraldine rejoins iSelect at an extremely exciting time for the business. Our new brand platform 'Always Get it Right' is strongly resonating with audiences, with both awareness and purchase intent trending positively."

Ms Davys said she was thrilled to have the opportunity to rejoin iSelect's talented marketing team, having watched the transformation of the iSelect brand closely in recent months.

"iSelect's marketing team, with the support of creative agency Leo Burnett, have done an incredible job of completely repositioning the iSelect brand over the past year or so," Geraldine said.

"The 'Always Get it Right' platform has shifted the focus away from health insurance, without losing the humor-based history of the brand, and I'm excited to drive the next phase of our brand evolution."

**ENDS**

**For further information, please contact:**

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## About iSelect

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iSelect is Australia's leading destination for personalised comparison and advice across insurance, utilities and personal finance products. Our team of highly-trained expert advisors give customers the confidence to make the right choice when it comes to some of life's important decisions. [www.iselect.com.au](http://www.iselect.com.au)