

Xtra Insights appoints Bethaney Lawler as General Manager

As part of a recent internal restructure at Xtra Insights, Bethaney Lawler has been appointed General Manager, effective from Tuesday 5th October. In addition to her new assignment, Bethaney will continue in her role as Head of Radio Audience Measurement and will be active in managing Regional Radio Audience Measurement in Australia.

Within her new role, Bethaney will be charged with the day-to-day operation of Xtra as well as guiding the company's future direction.

Since joining Xtra Insights in 2008, Bethaney has been a loyal and dedicated member of the team. During her time at Xtra she has worked closely with many leading media companies and organisations around the world, consulting with them on their strategic market and audience research.

Speaking on her new position, Bethaney said, *"I am honoured to take on this new challenge and look forward to continuing Xtra's commitment to innovation and thinking outside the box. Working at Xtra is a privilege. We have a great team who go above and beyond and I'm excited to be in a position where I can lead us into the future while providing the best solutions for our clients."*

While Bethaney steps into the role of General Manager, Paul Amos will continue as Xtra Insights' Managing Director, moving his focus from daily operations to innovation and special projects.

"Paul is a fantastic mentor who is passionate about the industry. I've learnt so much working by his side throughout the last 10+ years. I know he will continue to guide Xtra in the right direction, providing our clients with the insightful results they demand," said Bethaney Lawler, General Manager, Xtra Insights.

Paul, Managing Director of Xtra Insights, said, *"Bethaney has built up a remarkable level of knowledge and understanding of the research business in her time at Xtra. She's played a key role in the implementation of Regional Radio Audience Measurement in Australia and has managed numerous research projects across different countries and cultures. Armed with that experience, and a style of her own, she is the perfect person to lead Xtra into the future."*

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