

Statement on Acting Managing Director arrangements at SBS

21 August 2025

The SBS Board of Directors has today confirmed it will appoint Jane Palfreyman, SBS Chief Marketing and Commercial Officer, as SBS Acting Managing Director, while it conducts a global search for a new Managing Director.

This arrangement follows the decision of James Taylor to step down from SBS after 13 years of service. He will remain with the organisation until November for a transition period, before taking up the role of Chief Executive Officer and Managing Director at oOh!media.

SBS Board Acting Chair, Christine Zeitz, said the interim appointment provides continuity of leadership and ensures an orderly transition until the next Managing Director is appointed.

Jane Palfreyman joined SBS in 2012 and has held senior positions across Sales and Marketing. In her current role, she leads SBS's commercial strategy, brand and audience engagement, client partnerships and revenue growth. She brings more than two decades of experience in media and commercial leadership.

Her appointment as Acting Managing Director will take effect from 28 August 2025. The SBS Board has commenced an independent recruitment process to select the organisation's next Managing Director.

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