

## **SBS appoints David Fernandez as National Manager, Digital & TV Sales**

**20 May, 2026**

SBS has appointed David Fernandez as National Manager, Digital & TV Sales, strengthening the broadcaster's commercial leadership team ahead of a major phase of digital audience and advertising growth.



Following a comprehensive recruitment process, Fernandez was selected to lead SBS's national digital and television sales portfolio.

Fernandez joins SBS from Cartology, part of the Woolworths Group, where he served as Head of Growth leading enterprise partnerships, commercial strategy and revenue acceleration across Australia's largest retail media platform.

Prior to Cartology, Fernandez held senior commercial leadership roles at Meta, overseeing major agency and retail partnerships across ANZ and driving large-scale digital transformation initiatives. He brings more than 20 years' experience across media, digital platforms, enterprise sales and commercial strategy.

Acting Director of Media Sales Lee Fifoot said Fernandez will play an important role in accelerating SBS's media growth strategy.

"David joins SBS at a defining commercial moment for the network, as SBS prepares for the FIFA World Cup 2026™ — expected to be one of the biggest audience and advertising opportunities in Australian media this year," Fifoot said.

"His experience leading high-performing commercial teams and building innovative, data-led partnerships across complex media environments will be invaluable. SBS continues to strengthen its market position and unlock new growth opportunities across our media portfolio."

The role will see Fernandez lead SBS's national TV and BVOD sales team. Fernandez said he was excited to join SBS and contribute to the next phase of growth for the broadcaster's media sales business.

"SBS occupies a unique and increasingly valuable position in the Australian media landscape, combining audience growth, premium content, trusted news and a powerful representation of modern Australia that competitors can't match."

"With a slate that includes the FIFA World Cup 2026™, *Alone Australia*, SBS World News and the continued leadership of SBS On Demand — long recognised as a pioneer in BVOD — the opportunity for advertisers is incredibly compelling.

"The team has an outstanding reputation in market for creativity, partnership and integrity. I'm thrilled to be joining such an iconic brand and excited to help drive the next stage of growth for SBS Media."

Fernandez's appointment also marks a transition period for outgoing National Sales Manager, Keiran Beasley, who will continue supporting the business throughout the FIFA World Cup™ campaign and depart the business on 26 June 2026.

"Keiran has made an enormous contribution to SBS over more than 13 years and has played a significant role in shaping the success of our media sales business," said Fifoot.

"On behalf of the entire SBS Media team, I want to sincerely thank Keiran for his dedication, leadership and friendship over many years, and we wish him every success for the future."

Fernandez will commence in the role with SBS in coming months.

**For further information, please contact:**

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