

MEDIA RELEASE

WEDNESDAY, 29 JULY 2026

SBS Appoints Chief Commercial Officer and Director of Marketing and Audiences

SBS is pleased to announce the appointment of **Nikki Rooke** as Chief Commercial Officer and **Uma Oldham** as Director of Marketing and Audiences.



Nikki Rooke and Uma Oldham

Nikki Rooke joins SBS from Nine, where she is currently Director of Sales – Total Television, leading the national sales team across metropolitan and regional television and BVOD. One of Australia's most experienced and highly regarded commercial media leaders, Rooke has a strong track record of leading large teams, building trusted client partnerships and delivering effective cross-platform solutions. She brings deep insight into the changing media landscape and the role of television, streaming, data and innovation in delivering positive commercial outcomes. Rooke will commence with SBS later this year.



Uma Oldham has been Acting Director of Marketing and Audiences since September 2025 and brings more than 20 years of experience across media and marketing. Combining creative thinking with strong commercial acumen and audience insight, she has worked across both agency and client-side organisations throughout her career. Since joining SBS in 2017, Oldham has helped drive the growth of SBS On Demand, strengthen the SBS brand and connect more Australians with the network's distinctive content and services. She will commence in the role immediately.

SBS Managing Director Jane Palfreyman said: "Nikki brings outstanding commercial experience and a clear understanding of how effective client partnerships and sustainable revenue can support public value. Her leadership will be critical as SBS continues to build the commercial strength that supports our distinctive content and services.

"Uma has already played an important role in growing SBS On Demand, strengthening the SBS brand and connecting more Australians with our content. She brings deep audience insight and a clear understanding of SBS's purpose.

"Together, Nikki and Uma will help ensure SBS remains relevant, accessible and trusted at a time when impartial news, information and diverse perspectives have never been more important."

Palfreyman also recognised the exceptional contribution of Lee Fifoot, who has served as Acting Director of Media Sales since September 2025. Fifoot has led the team through challenging market conditions and delivered strong outcomes for SBS, including the recent FIFA World Cup 2026™. Fifoot will continue acting in the role until Rooke commences.

Nikki Rooke said:

"The opportunity to be part of the Executive team at SBS at such a pivotal moment for the Australian media landscape was one I simply had to take. I am incredibly excited to lead the commercial team in helping businesses connect with contemporary Australia and create partnerships that deliver real impact for our clients whilst directly funding the vital, inclusive storytelling of the SBS Charter."

Uma Oldham said:



“I’m thrilled to lead Marketing and Audiences at SBS and work alongside the talented teams to connect more Australians with the content, stories and services that make SBS unique. SBS plays an important role in reflecting modern Australia, and I’m proud to help grow its reach, deepen audience engagement and showcase the value of diverse perspectives.”

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For further information and interview requests please contact:

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