

### **Michael Zappone, Telstra's Group Manager, Media Relations**



He has over 20 years of experience including 15 years in media and public relations roles in Financial Services, Technology and Government sectors.

He joined Telstra in 2012 and is responsible for the daily media relations, issues management and strategic planning at Group level for Telstra's corporate business units including networks, technology, innovation new businesses and Global Enterprise and Services.

Before entering the corporate sector, Michael was a journalist and television broadcaster. He is still employed by Fox Sports Australia to host and commentate soccer coverage and is the host of a weekly radio program in Melbourne.