

# hipages strengthens board with seasoned executives

## Contact

DEC PR  
[hipages@decpr.com.au](mailto:hipages@decpr.com.au)

hipages  
Guillaume Papillon  
Head of Brand &  
Communications  
[guillemapapillon@hipages.com.au](mailto:guillemapapillon@hipages.com.au)

**28 October 2020:** Australian technology company, [hipages](#), today announces the appointment of two new members to its Board of Directors, Nicholas Gray and Inese Kingsmill, as the business continues its growth path.

With an impressive resume in leadership and non-executive director roles spanning the media sector in particular, Nicholas Gray brings with him a wealth of experience in product development, sales and marketing, as well as ‘disrupting’ the marketplace through digital and online.

Commenting on hipages’ key areas of interest, Gray said: “hipages appeals for professional and personal reasons. Professionally, two-sided digital platform businesses are an exciting growth category in which News Corp has experienced great success and will continue to invest. Personally, I must confess I am not the handiest around my house, and hipages has got me out of multiple jams by introducing me to capable tradespeople offering rapid skilled services at a fair price. I look forward to joining the hipages Board.”

Gray is the Managing Director of The Australian, NSW and prestige titles at News Corp, and holds Board roles at UNSW Australia Foundation, SocietyOne and has previously been the chairman of the Medium Rare Content Agency. News Corp has a 30 per cent stake in hipages.

Additionally, Inese Kingsmill is set to deliver a range of expertise to the hipages Board, with management skills spanning sales, marketing, people and digital, holding previous senior roles with major technology organisations such as Microsoft and Telstra. Kingsmill is a co-founder of Breakfast Epiphanies Consulting & Advisory, and holds Board roles at NobleOak, rhipe and Spirit Internet & IT.

Kingsmill said a number of considerations attracted her to hipages: “I have a strong affinity with the technology sector, having spent over 20 years in the industry. It’s what I know and love - and feel I can add most value to. I was also attracted to hipages’ growth – it is a market leader, the management team is very strong, and the platform itself delivers a great user experience with a continued growth strategy in place. Helping foster innovation in Australian business is important to me and this seems like a perfect opportunity to do that in a practical way.”

“I will always champion the customer agenda as a member of any Board. I’m a firm believer in customer advocacy as a lead indicator of sustainable and profitable growth. My other passion is people and culture. As a company grows, culture naturally evolves with it. It’s important we strike the right balance of nurturing the aspects of culture that have made hipages a great place to work to date, with new elements the business needs to inject as it grows,” added Kingsmill.

The appointments of Gray and Kingsmill to the hipages Board as non-executive Directors are effective as of October 2020. They join Stacey Brown, who has been a non-executive Director at hipages since April 2019. Chris Knoblanche AM is Chairman of the hipages Board, having joined hipages earlier in the year.

Commenting on the new appointments, Roby Sharon-Zipser, Co-Founder and CEO at hipages, said: “I am delighted to welcome Inese Kingsmill and Nicholas Gray to our Board. Both will bring varied and deeply relevant expertise to the table, and I look forward to working with them closely as we seek to further strengthen hipages’ position in Australia’s on-demand tradie economy.”

hipages is the market leader by jobs posted in the Australian on-demand tradie economy. At the end of FY2020, hipages had over 36,000 paying tradie customers using the platform. With a large number of tradies and jobs available on the platform, hipages benefits from a network effect on both sides of the marketplace. The high job volume on the platform - totalling 1.4 million jobs in FY20 - means hipages can provide opportunities for a high

ROI for tradies, and consumers may benefit from a higher probability of matching with a tradie that meets their skills and needs.

Households are expected to spend \$83 billion in 2020 and the industry is forecast to grow at 2.2 per cent annually over the next three years.

###

## **Notes to Editors**

### **About hipages**

hipages is the online platform that connects Australia with trusted tradies to simplify home improvement. As the leader in the *On-Demand Tradie Economy*, based on jobs posted, our aim is to create a seamless experience for both tradies and homeowners. For homeowners, hipages provides a better, smarter way to connect with local tradies to get the job done well. For tradies, the platform helps them grow their business by providing quality leads from customers looking for a specific trade. To date, over three million Australians have changed the way they find, hire and manage trusted tradies with hipages, ultimately providing more work to the 36,000 tradies subscribed to the platform. The hipages app is available for download on the App Store and Google Play.

[www.hipages.com.au](http://www.hipages.com.au)