



## NEW YORK

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**FOR IMMEDIATE RELEASE:**

### **NAKED COMMUNICATIONS APPOINTS TROY KELLEY AS CEO OF USA**



**NEW YORK, NY (January 17, 2014)** - Naked Communications USA has announced the appointment of Troy Kelley as its new Chief Executive Officer. Troy replaces Carla Serrano who is leaving Naked to take up the role of Chief Strategy Officer at Publicis Kaplan Thaler.

Troy joins Naked from R/GA where he was VP and Group Managing Director responsible for overall creative, strategy, operations and account leadership for a portfolio of global and domestic clients including MasterCard, Coca Cola, Samsung and Ameriprise Financial. Prior to R/GA, Troy served as Arnold Worldwide's Chief Digital Officer, where he was responsible for creating the agency's social and mobile capabilities and developing social media strategies to support some of the most highly recognizable campaigns of the last decade including Progressive's "Flo's Superstore."

Matthew Melhuish, Chief Executive Officer of Ereno Group Limited, said:

*"Troy has proven that he has what it takes to lead a winning team. Over the past two decades he has worked with some of the biggest brands and most successful agencies in the world creating award-winning work. His deep digital expertise, broad management and strategic skills are a great fit for Naked and his passion and enthusiasm to achieve outstanding results for his clients is infectious."*

Of his appointment Troy Kelley said:

*"I'm really excited to be joining Naked as it embarks on the next chapter of its evolution. We've got an incredible opportunity to seize upon Naked's position as a nimble, fresh thinker with the benefit of global connections and international recognition and to forge our own unique path and truly deliver ground breaking solutions for clients."*

Naked USA is part of the Naked Communications Group of companies with offices in London, New York, Sydney, Melbourne, Sao Paulo and Tokyo. For more information see ([www.nakedcomms.com](http://www.nakedcomms.com)).

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Note: See high resolution photo attached