

# FORMER SHINE GROUP COO TIM ROBINSON TO JOIN AVALON

It was announced today (05 September 2016) that TIM ROBINSON will join the Avalon Group as Chief Operating Officer.

ROBINSON most recently held positions as interim COO at ELISABETH MURDOCH's digital start-up Vertical Networks and before that was COO of Shine Group from 2013 to 2015. The Avalon Group comprises artist representation, independent television companies, a live promotions company and a television distribution arm, all operating out of the UK and USA. ROBINSON will lead Avalon's day-to-day operations and manage the long-term strategic development of the Group.

RICHARD ALLEN-TURNER and JON THODAY, Joint MDs of the Avalon Group, said: *"Executives of Tim's calibre and experience are extraordinarily rare and we are delighted he has chosen to join Avalon."*

TIM ROBINSON, COO of the Avalon Group, added: *"Avalon is an exceptional independent business and when you join the dots of their world-class roster of talent, global creative, production and distribution capabilities, slate of hit premium TV shows and live event promotion success, the reach the Group already has in the entertainment industry is very impressive. I'm really excited to be joining a very talented team of people at the ideal time to play my part in the future growth and evolution of Avalon."*

ROBINSON joins Avalon today and will be based at the company's London headquarters.

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**For more information, please contact:** Dan Lloyd at Avalon on 020 7598 7222/ [DanL@avalonuk.com](mailto:DanL@avalonuk.com)

**Notes to Editors:**

**About Tim Robinson**

Originally joining Shine Group in 2008 as Business Development Director, Robinson also previously held the roles of Commercial Director, Europe and Deputy CEO of Shine's Metronome Group. He then joined Shine Australia, first as Commercial Director in 2010 before being promoted to COO in 2011. Prior to Shine, Robinson worked at Celador International and 2waytraffic and was a partner at Sheridans.

**About the Avalon Group**

Avalon Group companies are completely independently owned and operate out of offices in London, Southampton, Edinburgh, Los Angeles and New York.

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