



Biography

## **Andy Barnes – Sales Director**

Channel 4's Sales Director Andy Barnes is responsible for developing the channel's airtime sales strategy in today's competitive multi channel environment. He has a seat on Channel 4's Board.

Barnes has headed Channel 4's advertising sales operation since 1993, when the channel began selling its own airtime. Initially joining as Head of Sales and Deputy Director of Advertising Sales and Marketing, he became Commercial Director in 1997 when he also joined Channel 4's Board.

Barnes is Chairman of Thinkbox, the marketing body that represents all the commercial television companies and he also sits on the Board of BARB (Broadcasters' Audience Research Board), is Chairman of the BACC (Broadcasting Advertising Clearance Centre), and is a member of the Advertising Association's Council,.

Prior to joining Channel 4, Barnes started his career in television sales as a trainee at Southern Television. He went on to work for its successor TVS, where he became Sales Executive Deputy Sales Director, before becoming Sales Director at Laser Sales, the joint sales house formed by TVS and LWT, in 1991.

**September 2007**