

Biography

Robert Wong **Founder & CEO, Catalogue Central**

Robert Wong is founder and CEO of [CC Media](#), a digital publishing business helping retailers reach millions of consumers through Australia's leading web portals and multi-channel networks.

In 2010 Rob oversaw CC Media launch the [iNC Network](#), Australia's largest retail advertising network, which distributes retail catalogues to 3.2 million people across more than 4,000 websites per month including Ninemsn, Yahoo!7, Austereo and bestrecipes.com.au. Its flagship brand [Catalogue Central](#) is Australia's premier online catalogue site, which was launched by Rob and the CC Media team in 2006.

An industry expert on digital marketing, Rob saw a niche and created Catalogue Central. In doing so, he would not only reduce the 240,000 tonnes of paper used for junk mail in Australia each year, but would also offer a cost effective online marketing tool that delivers a strong return on investment.

He successfully translated catalogues to an online format that enables retailers to showcase hundreds of products at once while delivering tailored messages to customers based on identified preferences. Through Catalogue Central Rob also acquired superior marketing analytics that offers retailers meaningful insight into consumer data, research and user demographics.

Through its network of more than 4,000 partner websites, the iNC Network now enables retailers to reach more than 3.2 million customers each month and has more than 300,000 active subscribers. Its flagship website Catalogue Central continues on a strong growth trajectory as Australia's only truly performance-based digital catalogue website.

Rob's background in the digital space is extensive. Holding a Bachelor of Business from Monash University and an MBA from Mt Eliza Business School, he has gone on to use his marketing prowess with an impressive list of clients including ANZ, Australia Post, Myer, Foxtel, Optus, Citibank, Mitsubishi Motors Australia and Primus Telecom.

Rob is also the chairman of the AIMIA (Vic) Retail Industry Group.

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Company Backgrounder

CC Media

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Its flagship brand is [Catalogue Central](#), which was launched in 2006 and is Australia's premier online catalogue site, where consumers can access catalogues and retail offers from anywhere, at any time across the web.

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