# News UK appoints Charlie Celino to unify commercial functions and lead data-driven advertising



News UK has appointed Charlie Celino as the new Director of Commercial Services, a role created to oversee and unify a range of key commercial functions across its flagship brands, including Times Media, The Sun, and News Broadcasting. In this capacity, Celino will lead teams responsible for sales enablement, product marketing, digital account management, media planning, data commercialisation, campaign effectiveness, and audience measurement. A significant part of his remit includes the strategic implementation of News UK’s acclaimed first-party data platform, Nucleus, which plays a central role in the company’s data-driven advertising strategy.

Charlie Celino brings extensive experience to the role, having joined News UK in 2019. His previous positions within the company include Strategic Development Director and Sales Lead for the News UK Social Studio. Before his tenure at News UK, Celino worked at industry names such as Mindshare, Live Nation, and Vibrant Media, underscoring a broad skill set across sales and strategic development. Reflecting on his appointment, Celino described it as a privilege to lead the diverse teams, emphasising his commitment to uniting these functions to optimise campaign outcomes and enhance client satisfaction through advanced data insights.

The appointment of Celino signifies News UK’s strategic emphasis on harnessing data to improve campaign effectiveness and client outcomes. The company’s first-party data platform, Nucleus, has won multiple industry awards, and under Celino’s leadership, News UK aims to deepen its integration into commercial operations to maximise revenues across its media brands. Leaders within the organisation, including Owen Griffiths, Director of Commercial Revenue at The Sun, and Caroline Tredget, Commercial Director at Times Media, expressed confidence that the consolidation of commercial services under Celino’s direction will secure best-in-class outcomes for clients.

The move aligns with broader industry trends in digital advertising, particularly in response to the evolving landscape around data privacy and the decline of third-party cookies. News UK is part of a wave of publishers developing proprietary advertising platforms designed to leverage first-party data while respecting user privacy, an approach widely viewed as essential in the so-called post-cookie era. Industry commentators have noted that platforms like Nucleus enable publishers to regain control over advertising relationships and prioritise their audiences, offering advertisers more targeted and measurable campaigns without compromising user trust.

This appointment and strategic realignment reflect News UK’s proactive response to these market shifts. By centralising roles related to data commercialisation and campaign optimisation, News UK positions itself to better serve advertisers seeking efficient, data-driven marketing solutions in an increasingly complex digital advertising environment. The company’s focus on integrating data insights into commercial decision-making represents an important adaptation as the media landscape continues to evolve.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.news.co.uk/latest-news/news-uk-appoint-charlie-celino-director-commercial-services/)
* Paragraph 2 – [[1]](https://www.news.co.uk/latest-news/news-uk-appoint-charlie-celino-director-commercial-services/), [[2]](https://www.journalism.co.uk/news/reinventing-digital-advertising-now-that-cookiepocalypse-is-not-happening/s2/a1198883/)
* Paragraph 3 – [[1]](https://www.news.co.uk/latest-news/news-uk-appoint-charlie-celino-director-commercial-services/)
* Paragraph 4 – [[1]](https://www.news.co.uk/latest-news/news-uk-appoint-charlie-celino-director-commercial-services/), [[2]](https://www.journalism.co.uk/news/reinventing-digital-advertising-now-that-cookiepocalypse-is-not-happening/s2/a1198883/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.news.co.uk/latest-news/news-uk-appoint-charlie-celino-director-commercial-services/> - Please view link - unable to able to access data
2. <https://www.journalism.co.uk/news/reinventing-digital-advertising-now-that-cookiepocalypse-is-not-happening/s2/a1198883/> - This article discusses how News UK and Reach plc are developing their own first-party advertising platforms, Nucleus and Mantis respectively, to capitalise on new commercial opportunities. Charlie Celino, head of strategic partnerships at News UK, highlights the positive impact of the 'cookiepocalypse' on publishers, allowing them to prioritise readers and regain control over content. The piece also explores strategies for smaller publishers to negotiate their own ad deals and mentions the use of data clean rooms for targeted advertising while respecting user privacy.
3. <https://www.insurancetimes.co.uk/news/sedgwick-appoints-new-uk-chief-operating-officer/1451501.article> - Sedgwick has appointed Peter Farrelly as its new UK chief operating officer. Farrelly joined the company in 2015 as head of speciality and became managing director for UK commercial claims services in 2019. In his new role, he aims to maximise operational efficiencies for the benefit of clients and colleagues. Neil Gibson, Sedgwick’s UK chief executive, expressed confidence in Farrelly's ability to deliver operational excellence and drive business growth amid challenging socioeconomic conditions.
4. <https://news.cbre.co.uk/?h=1&t=APPOINTMENT> - CBRE UK has announced several senior appointments to strengthen its Life Sciences and Logistics sectors. The appointments include Simon Begnor as Sales Director in the UK Client Solutions team, focusing on the Logistics sector, and Mike Rowlands as Executive Director in the National Investment team, specialising in Private Equity clients. These strategic hires aim to enhance CBRE's offerings and drive growth in these key areas.
5. <https://www.fleetnews.co.uk/news/leasing-news/2023/07/25/ald-automotive-leaseplan-uk-announce-senior-management-team> - ALD Automotive LeasePlan UK has unveiled its senior management team following the completion of ALD Automotive's acquisition of LeasePlan for £4.1 billion. The UK integration committee is led by Alfonso Martinez as UK managing director and Tim Laver as UK deputy managing director. Chris Black, former commercial director at LeasePlan UK, has been appointed as the new commercial director of the combined entity. Other key appointments include Rudolf Cellier as finance director and Anna Woodward as risk and compliance director.
6. <https://www.twinfm.com/article/new-appointments-in-facilities-management-november-2023> - The article highlights recent promotions and appointments within the facilities management sector. Notably, Chris Haley, CEO of Sodexo UK & Ireland, has been promoted to Chartered Fellow, reflecting his commitment to quality management. Additionally, Phil Wright has been appointed as the new Commercial Director at Asckey Data Services, bringing extensive experience in the industry to the role.
7. <https://insurance-edge.net/2025/03/17/job-moves-and-senior-appointments-17-03-2025/> - This piece covers recent job moves and senior appointments in the insurance industry. Highlights include the appointment of Alison Cairns as Training and Development Manager at the Managing General Agents’ Association (MGAA), and Charlie Goodman as Client Director at Towergate Employee Benefits. The article provides insights into the backgrounds and roles of these professionals, reflecting the dynamic nature of the industry.