

**FOR IMMEDIATE RELEASE**

13 FEBRUARY 2019

## **GLOBAL EDUCATION PARTNER, DIGITARY WELCOMES CHIEF STORY TELLER BEN WALKENHORST**

Today, Melbourne led, global online education company, Digitary welcomed veteran marcoms and behavioural change marketer, Ben Walkenhorst to its Melbourne office as Head of Marketing.

“Ben comes to us with 20 years’ experience in brand, marketing and communications across government, education, technology and agency in Australia, New Zealand and the US,” said Chief Operating Officer, James Murray-Beckman.

Ben is a transformative brand, business and product builder and has been developing brands, delivering behavioural change marketing and leading teams delivering campaigns for major companies like, Avis/Budget, FOXTTEL, Keolis Downer/Yarra Trams and Melbourne Data Centre.

Recently, Ben established and led the Melbourne based marketing agency, No Fussing About and prior to that he was the Executive General Manager – Marketing for Australia’s first and largest psychology franchise, Life Resolutions Australia.

“Ben’s experience establishing and scaling marketing functions and executing behavioural change campaigns will be a great asset at Digitary,” said Mr Murray-Beckman.

“As our chief story teller, Ben will be responsible for telling the Digitary story and building our global brand as we launch our next phase of growth,” continued Mr Murray-Beckman.

Digitary’s annual income has grown tenfold in the past five years and it recently secured a significant investment from SEEK that will take the business into more countries and rapidly expand its capability to serve more education providers, learners and businesses internationally.

Digitary is the nominated service provider for the UK’s Digital Academic Records Exchange (DARE) platform, serving institutions like the University of Cambridge since 2008. Digitary now delivers the technology that drives My eEquals for all of Australia and New Zealand’s universities.

“In 2018 Digitary won the Higher Education Sector (HES) contract to deploy its credential authentication platform, branded My eEquals in all of ANZ’s 47 Universities, which was completed on time and on budget by end 2018,” said Mr Murray-Beckman.

Over 80 institutions have issued more than 2 million records to 1.5 million learners who have shared them with third parties, like employers, in 125 countries.

Within Digitary’s trusted global network, people are protected, empowered and free to fulfil lifelong learning and employment through secure digital certification.

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## **BACKGROUND ABOUT DIGITARY**

Established in Dublin, Ireland (1999) by Andy Dowling, Digitary is an online platform that enables Higher Education institutions and their students to upload, sign, share and verify academic qualifications, transcripts and other documents, with bank level security, anytime, anywhere in the world.

Digitary is a regular contributor to developments in the global e-Credentials ecosystem through its participation in the Groningen Declaration Network ([www.groningendeclaration.net](http://www.groningendeclaration.net)) and through collaboration with European stakeholders to facilitate standardisation and electronic exchange of student mobility data.

In 2018, Australian online recruitment company, [SEEK](#) made a €4million (over \$6.3million Australian) to buy a minor stake in Digitary, which is enabling the business to grow its team and expand into further international markets. SEEK's Strategy Director, Florian Dehne also sits on the Digitary Board.

Founded in Dublin, Ireland Digitary now has offices in Bologna, Italy; Delhi, India; Melbourne, Australia and Vancouver, Canada.

Digitary is comprised of a global team of innovative and experienced IT security professionals, systems architects, web designers and software developers, supported by sales and marketing and corporate services people on a mission to make it secure and easy for individuals to access, share and authenticate their verified achievements online.

Digitary prides itself on a positive company culture and working environment. By working at Digitary people work alongside a highly talented international team and are part of an exciting growth story it continues to transform the way qualifications are certified and used around the world.