Media Release – 21st June 2021 –  For Immediate Release

**digiDirect Announces Key Hires in Push Towards Computers, Mobile, Gaming and Streaming Categories**

SYDNEY: Leading Australian camera retailer digiDirect has announced it will soon offer a broader range of consumer electronics by branching into computers, mobile phones, gaming and streaming products.

Richard Coward has joined the growing team based in the company’s Inner-Western Sydney headquarters as digiDirect’s first Computers & Mobile Category Manager.

Having recently moved to Australia after a successful career in consumer electronics buying in his native South Africa, Coward has hit the ground running, with key laptop, mobile and computer accessories brands to soon appear on the digiDirect.com.au website and six retail stores.

“It's a privilege to be a part of an amazing company with a hungry vision for strategic growth,” Coward said. “To have the opportunity to build something from scratch and see it turn into a success will be one of my most self-fulfilling achievements.”

Meanwhile, digiDirect’s first Gaming & Streaming Category Manager is Joel Westworth, who has worked his way up since joining the company in a retail store role in 2015 before working as an Assistant Buyer until this most recent promotion.

Also looking after Computer Accessories, Westworth is working to tie in new brands and products with digiDirect’s existing range while building on all peripherals, PC gaming, audio, lighting and monitors.

“Our staff know cameras back to front, and it's exciting to be able to move forward and expand on this knowledge to create complete solutions for our customers in an ever growing space,” Westworth said. “There is a demand among gamers, streamers and content creators for higher quality production, and we can fill in the missing links while growing these new categories.”

General Manager of digiDirect, Sina Clayton welcomed the additions of Coward and Westworth to the team.

“We are very excited to welcome Richard Coward and Joel Westworth into these important roles that will lead digiDirect’s growth strategy,” said Clayton. “We have worked hard and invested heavily to achieve our position in the consumer photographics industry, and will now look to replicate our learnings in computers, mobile phones, gaming and streaming.”

[END]  
  
Contact: Haig Kayserian (Head of Digital) – [haig@digidirect.com.au](mailto:haig@digidirect.com.au) – 02 8257 3760

---

**ABOUT digiDirect – where everything clicks.**

digiDirect is one of Australia's largest retailers of consumer electronics. Having started as a retailer specialising in cameras and imaging, digiDirect's six brick-and-mortar stores across the country maintain that speciality with expert staff and the widest range of products.

Their website, digidirect.com.au is one of the most popular online retail destinations in Australia, offering tens of thousands of products shipped to thousands of loyal customers from the company's state-of-the-art Sydney headquarters.

Founded by Managing Director Shant Kradjian in 2005, digiDirect employs over 100 staff across multiple states and enjoys important relationships with multinational supplier partners, payment, loyalty rewards, logistics and other service providers.