



**FOR IMMEDIATE RELEASE**

## **B2B TECH MARKETING AGENCY FILAMENT LAUNCHES IN SYDNEY**

**Sydney, Australia – 1 November 2022** – Filament is a Sydney-based digital marketing and advertising agency specialising in B2B technology brands and vendor channel programs.

Whether it's cloud solutions, software or hardware, Filament has the experience and expertise to support tech brands taking new products and services to market, entering new markets or expanding vendor channel and partner programs with digital marketing and advertising.

Filament's B2B-focused solution offering includes content marketing, search engine optimisation, digital advertising and website services.

The agency launches with an impressive roster of foundation clients and supported partner programs including Veeam, VMware, Probox, AUCloud, blueAPACHE, HP Inc, Microsoft, Dell and dozens of channel partners across APAC and SE Asia.

Filament is led by co-founders Nick Horton and Jeremy Balius, each of whom bring extensive B2B tech marketing experience in cloud solutions, data protection, cybersecurity and SaaS.

As Managing Director at Filament, Balius' background includes eight years of marketing agency leadership working with tech brands and their partners, including VMware, Veeam, Google, Microsoft, Dropbox and many others.

As Commercial Director at Filament, Horton's background includes appointments as Managing Director, MENA at Blackberry, Vice President of Marketing at Norwood Systems and Director of Sales at Intuit.

Prior to Filament, both Directors teamed up for two and a half years at digital marketing agency Volt Lab and have built a high-performing team of B2B tech marketers.

Horton said: "We make it easier than ever for B2B tech marketing leaders to access the expertise and capability they need to grow their lead flow and revenue. With our extensive experience in complex ecosystems, we have the empathy, experience and know-how to understand our clients' challenges. We're able to get their demand gen and lead gen programs up and running more quickly as a result. Vendor channel marketers trust us with their partner enablement due to our track record of effectively deploying their Market Development Funds (MDF) to grow opportunity for their partners."

Balius said: "The hyper-competitive B2B technology landscape is growing and changing rapidly. Meanwhile B2B buying cycles are long, partner ecosystems are complex, customer demands are shifting and vendors are increasingly needing to

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support their channel and alliance partners with impactful enablement across a range of territories. Tech brands need reliable strategic partners who can help them navigate these challenges and grow market share. That's why Filament is well-positioned to support scaling B2B tech brands and vendor partner programs with insights-led digital marketing to stand out with compelling value propositions to attract and convert their ideal customer profiles.”

For more information, visit: <https://filament.digital>

### ENDS ###

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## About Filament

<https://filament.digital>

Filament is a digital marketing and advertising agency specialising in making a measurable impact for scaling B2B tech brands and vendor channel programs. Headquartered in Sydney, Australia, Filament supports B2B tech brands in territories including Australia, New Zealand, South East Asia and North America.

Filament has been shortlisted as a Finalist in two categories, Best Content Marketing Campaign and Best B2B Campaign, in the 2022 Semrush Search Awards Australia.