

Peter Bamford Announced as New Chairman of Brandtone

Contributed by Brandtone
Thursday, 26 June 2014
Last Updated Thursday, 26 June 2014

Brandtone, the rapidly expanding mobile marketing business, has today announced Peter Bamford as its new Chairman, marking a tipping point in its global development.

The company, which is now active in the world's ten fastest-growing markets, has appointed Mr Bamford to oversee the company's international expansion, building on its highly successful work for clients including Unilever, PepsiCo, Mondel z and SAB-Miller.

The announcement marks Mr Bamford's fifth non-executive appointment: he currently chairs Superdry parent company Supergroup, Six Degrees Technology Group and music licensing business PRS, as well as being a non-executive director of Rentokil Initial. He also brings a wealth of experience in the mobile telecommunications sector gained during nearly a decade on the board of Vodafone Group plc, which included a period as global Chief Marketing Officer from 2003 to 2006.

Mr Bamford said: "There is no shortage of evangelists for the power of engaging customers using mobile phones in the developing world, but no other company I have seen has managed to translate this opportunity into a scalable commercial proposition. Brandtone's exponential growth has been driven by consistently delivering measurable return on investment for clients, and it is this tangible impact and innovative culture that first attracted me to the company.

"My expertise is in helping companies that have reached a certain critical mass to move to the next stage of growth so that they can evolve into globally-recognised brands. I look forward to working alongside Donald Fitzmaurice and his very talented team to cement Brandtone's position as a global market leader."

In addition to overseeing the company's international growth, Mr Bamford will also contribute to the development of Brandtone's product set, to even more effectively harness mobile and Big Data to help brands interact with consumers in emerging markets.

His experience will also be crucial in helping Brandtone to maintain the agility and responsiveness of a small company, whilst putting in place the structures and processes necessary to meet the needs of global clients - who are increasingly placing the Brandtone offering at the centre of their mobile engagement strategy in their fastest growing markets.

Donald Fitzmaurice, co-founder and Chief Executive, Brandtone, said: "Peter's appointment reflects our ambition to scale internationally and to build a significant and valuable company. We are excited at the prospect of taking the businesses to the next level under his experienced leadership.

"Mobile is essential to helping major brands grow and prosper in the developing world where 70% of their revenue is set to come from by the end of the decade but we need to be able to grow rapidly to realise this huge opportunity. Peter's rich experience will ensure we achieve this growth sustainably, helping to establish Brandtone as an indispensable partner for brands in the world's highest-growth regions."

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