Brandtone appoints team to lead new UK presence

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Brandtone, the leading mobile marketing company in developing and emerging markets, has expanded its presence to the UK with key industry appointments.
Based in the new Central London office, Andy Porteous and Tatiana Lipiyaynen have been appointed to oversee customer relations and marketing strategy, on a global scale.

In his role as Head of Global Client Service, Porteous will manage Brandtoneâ€™s global key global clientsâ€™ businesses, overseeing the strategic and local agendas of in-country teams across the twelve markets, ensuring alignment throughout.

Porteous has previously worked at the consumer goods company Unilever, a long-standing client of Brandtone. With twenty-six years working for Unilever, Porteous managed brands in emerging markets as well as covering international roles, and has experience in digital marketing, global brand development, and start-up investments. Â

Tatiana Lipiyaynen, recently appointed Chief Marketing Officer at Brandtone, will lead the companyâ€™s marketing and customer engagement strategy. Lipiyaynen will focus on the Brandtoneâ€™s unique values driven approach to mobile marketing, based on â€˜Trust, Permission and Rewardâ€™.

With experience from senior marketing, strategy and product roles with American Express in EMEA, Lipiyaynen worked with the financial services company for over ten years with a strong focus on digital and go-to market strategies.

These hires follow a period of rapid growth for Brandtone. The company successfully raised â¬18.5 million in debt and equity financing in June, led by US-based Ares Capital Corporation. The financing will fund expansion into new markets and sectors, including agri-food and healthcare, and will develop the Brandtone offering to meet the needs of a rapidly evolving marketplace.

Donald Fitzmaurice, Founder and CEO, Brandtone, said: â€œBrandtoneâ€™s new presence in London is further proof of the companyâ€™s vision and strategy for growth. The recent round of funding is a strong vote of confidence for the company, and we are rapidly making the successful transition from start-up to grow-up.

â€œAndyâ€™s experience as one of our dedicated senior clients with Unilever and his work with start-ups has given him unique insight which weâ€™re eager to see contribute to Brandtoneâ€™s growth. Tatianaâ€™s wealth of knowledge in digital marketing emerging markets is a very welcome addition, and will help shape the development of Brandtoneâ€™s offering.â€•