Be Heard Group Plc Internally Recruits Chief Operating Officer

Contributed by Be Heard Group Plc
Monday, 09 January 2017
Last Updated Monday, 09 January 2017

Be Heard Group Plc, the digital marketing services group, announces that Chief Financial Officer Robin Price has been appointed to the newly created role of Chief Operating Officer, effective immediately. Robin undertakes his new role as COO alongside his existing responsibilities as CFO.

Robin is a qualified chartered accountant (FCA) and a fellow of the Institute of Practitioners in Advertising. He was a co-founder and Finance Partner at leading UK advertising agency HHCL and, on its acquisition by Chime Communications plc, became that companyâ€™s Legal and Commercial Director.

He has also held roles as Chief Operating Officer (UK & Ireland) of McCann Erickson (part of the Interpublic Group) and as Global CFO/Commercial Director of ?What If! Holdings. Robin has been Chief Financial Officer of Be Heard since the Groupâ€™s inception in November 2015.

Peter Scott, Executive Chairman of Be Heard said:

â€œBe Heard is expanding fast, and needs the right central team to support continued growth and maximise opportunities for the group. Robin is highly experienced in running marketing businesses and will now bring his characteristic rigor and commercial sense to the role of COO. This will allow me to increase my focus on finding brilliant new partners knowing that the continued operational development of a powerfully cohesive group is in safe hands.â€•