

### **eCircle Cement their B2B Offering with Key Appointment**

**London, 20<sup>th</sup> June 2007.** In a move that will bolster their B2B offering, eCircle has recruited Simon Keele to look after the needs of B2B clients. Simon joins eCircle from B2B marketing firm, Telfis where he was responsible for setting up the email marketing division.

The structure at eCircle is such that account teams are divided and dedicated to their own vertical sector. To meet the increased demand for B2B campaigns, Keele will oversee and fulfill the requirements of B2B clients. His former duties included managing the accounts with The Lunan Group, Sally Hair and Beauty, The Franchise Group and the British Heart Foundation.

Speaking about his appointment, CEO of eCircle Volker Wiewer says: "eCircle is expanding rapidly in the UK and the B2B sector is showing particularly promising growth. We are delighted that Simon is onboard as an Account Manager because of his experience and knowledge in the B2B market".

Simon adds: "I am really excited about the challenge of expanding the B2B division. Email marketing is still growing rapidly in the B2B sector and it's a prime time to put eCircle on the map as pioneers of the medium".

**Ends**

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## Notes to the Editors

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### About eCircle

eCircle is one of Europe's largest digital direct marketing companies, owning the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital direct marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. Leading companies and agencies trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees.

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