

eCircle recruits IPT staff including director to drive business development

London, 10th September 2007. Leading digital direct marketing company eCircle has appointed two members of staff from IPT. Simon Bever arrives as Business Development Director joining the pan-European company with over 20 years experience in the financial services sector.

Bever will take responsibility for developing a new FSA-regulated financial services lead generation site. He will also head up lead generation sites for a number of other vertical sectors. During his three years at IPT, Bever was responsible for leading MyMortgageKey, a mortgage lead generator brand within IPT subsidiary Every Investor Ltd. Before this, he occupied senior posts at The Money Channel and Jupiter Asset Management.

Simon Bever, Business Development Director at eCircle says: 'It's hard to pinpoint one single reason behind my decision to move to eCircle. Essentially, they just impressed me as a truly European company. The business ethics are admirable, the people are ambitious and the company is growing at a formidable pace, in terms of both size and reach. I wanted a new challenge and I've been fortunate enough to find that challenge at a company that is going places.'

Volker Wiewer, CEO of eCircle says: 'Simon's appointment is a great coup for eCircle. His experience in the industry is hugely relevant, and will undoubtedly drive our lead generation offering to another level in Europe. Beyond this, his decision to move from a competitor is great validation that we are doing something right and increasingly becoming the agency that experts want to be associated with.'

Also from IPT, Austen Keep joins eCircle as Senior Account Manager after three years at the IPT where he worked his way up to Senior Sales Consultant. He has been working in the digital arena for over five years.

These two new appointments follow a number of key wins for eCircle, including the digital direct marketing account for Argos and HBOS.

Ends

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Notes to the Editors

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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