

eCircle appoints Simon Bowker as UK Managing Director

London, 24th February 2009. Leading email marketing services company eCircle, today announced it has appointed Simon Bowker as its UK Managing Director. Bowker, who was Director of Operations, UK & France at eCircle, will take over from former MD Alexander Meyer, who moves to eCircle's Head Office in Germany as Group CFO on a permanent basis. Meyer had previously been joint UK MD and Group CFO.

In his new role, Bowker will be responsible for growing eCircle's business in the UK, with a particular focus on developing the offering of the company's technology division, including its email broadcast tool eC-messenger. In October last year, eCircle launched the latest version of this tool, eC-messenger 5.1, which has revolutionised the way spam complaints are managed by treating the complaints as part of ongoing bounce management. As UK MD, Bowker will oversee a team of over 60 employees.

As Operations Director, Bowker had been instrumental in developing the Operations teams in the UK and France, managing over 20 staff across both countries and advising on email strategies for clients including Samsung, Argos, HBOS, MBNA and Standard Life. Before joining eCircle in 2002, Bowker was previously Senior Project Manager at independent web development agency Hyena where he worked across a number of clients in the public services sector.

Commenting on his appointment, Simon Bowker, MD, eCircle UK said: "In today's climate, brands are looking to employ accountable marketing that delivers ROI. As the largest provider of email services in Europe, eCircle is perfectly positioned to advise brands on how to use email intelligently to do just that, ensuring campaigns deliver results. I look forward to working with the team based in the UK to grow eCircle's operations, ensuring we are constantly offering our clients the latest in email technology to allow them to meet their business objectives."

Volker Wiewer, Co-Chairman of the Executive Board at eCircle said: "Since joining eCircle, Simon has shown great ambition and determination. We are extremely pleased to welcome him into the role of UK MD, and with his valuable experience and knowledge of leading email campaigns for clients he will undoubtedly drive our offering in the UK market to another level."

Ends

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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 organisations including Argos, HBOS and Samsung trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

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