

eCircle secures top talent for UK management team

London, March 2011. eCircle, Europe's largest provider of email marketing services has bolstered its senior management team with three major new appointments to support the company's continuing growth in the UK.

Matt Clarke, former BP User Experience Communications Manager, is to take up the position of Director of Operations and Professional Services. The London office has also appointed Susanne Schmid, as the new Client Services Director. Susanne joins eCircle from Microsoft Advertising where she was responsible for the Atlas Advertiser Product. Both will be reporting to Simon Bowker, Managing Director, eCircle UK. As well as drafting in new talent, eCircle UK is appointing Barney Willis to the position of Director Media UK, where he will take full responsibility for the department, managing a team of 17 people and will be reporting directly to Christopher Kollat, Vice President Media Unit.

With these high profile appointments in both the software and email advertising divisions of eCircle, the company is strengthening its unique status as being the only email service provider worldwide to offer its clients both a leading edge software and media solution.

Matt Clarke has over 13 years experience in digital marketing including major projects requiring expertise in web analytics, email marketing, user experience and digital design for blue chip organisations including Deutsche Bank, BT and UBS.

Susanne Schmid's role as Client Services Director will see her take responsibility for retention, development and the strategic leadership of eCircle's key accounts, including Asda, Halfords and Bank of America.

Barney Willis has played an instrumental role in developing the media team, establishing eCircle as a leading supplier of interactive data in the UK and Europe. eCircle's list rental team now offers clients access to over 80 million opt-in email address, whilst the lead generation team works closely with clients to develop brand new qualified leads through portals such as bestbuymoney.co.uk, spoilmenow.co.uk and mytestdrive.co.uk.

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Volker Wiewer, CEO of eCircle comments: “Email communications continue to function as the foundations of great digital marketing. eCircle continues to grow with this demand and the appointment of Matt and Susanne are crucial for the business to keep developing at its current speed. Data is playing a bigger role than ever in effective digital marketing. Barney has helped eCircle UK develop new products with a high quality expertise that helps our clients to achieve their business objectives.

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About eCircle

eCircle is one of the leading providers of online marketing services, providing state-of-the-art technology, permission marketing databases and professional services for email marketing to the world’s biggest brands. Since 1999 eCircle has stood for innovative and efficient email marketing for customer acquisition and retention.

Leading organisations including Asda, HBOS and Samsung trust eCircle’s consistent customer care, long-term experience and, not least, its highly motivated and professional workforce. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

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