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Bigmouthmedia gears up with new technology chief

Bigmouthmedia has launched the next stage of its global expansion programme with the appointment of Rob Noronha as International Head of IT.

An experienced IT professional with 16 years experience working for some of the world's leading companies, Noronha will lead ICT strategy, coordinating operations across all 13 offices and directing development of the group's technology infrastructure. A graduate of Edinburgh University, he worked at BICC, JP Morgan and HP before serving as CTO at Realise.

"This is an exciting time to be joining bigmouthmedia. Having grown rapidly over the past decade the search marketing sector is still innovating, and developments like Google gadgets, video ads and Yahoo SSP are bringing a fresh new set of challenges I can't wait to get my teeth into," said Noronha.

Group CEO Steve Leach added: "Rob's appointment is an important step in the company's evolution. He has a wealth of experience working across the commercial sector and I expect him to have a major impact, improving the effectiveness of our technology backbone and playing a key role in our expansion strategy."

Notes to Editor:

About bigmouthmedia

Founded in 1997, **bigmouthmedia** is Europe's largest independent digital marketing agency. With a team of over 200 staff across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: Search (PPC and SEO), Online Media Planning, Affiliate Marketing, Social Networking, Brand Monitoring, Online PR and Web Analytics.

Leading the digital marketing strategies of a third of the UK's most trusted brands, bigmouthmedia services over 300 big-brand customers globally including: Adidas, Hilton, British Airways, Tesco, Aer Lingus, BP, Barclays, Castrol, Conrad International, Dorling Kindersley, Early Learning Centre, easyCar, Fasthosts, Jumeirah, Canon, Samsung, Starbucks, Top Man, Debenhams, Which?, Lacoste, Euler Hermes and Wall Street Institute.

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