

## Press Release

# e-inbusiness strengthens its strategic management team with Creative Director appointment

*LONDON 30 July 2008 – Full service, multi-channel eCommerce and eMarketing agency e-inbusiness has appointed its first Creative Director, bringing in Nikola Goger to join the strategic management team.*

Goger, who joins e-inbusiness from PXP in Vienna where she was Creative Director, has been appointed to oversee all creative output from the agency and build upon its current design and innovation service. Goger will also be tasked with working with clients to develop their brand strategies and enhance their online propositions.

Bringing together strategic creative design and brand management expertise, Goger has over 10 years experience working in the field of digital and interactive media and has won a number of leading European industry awards including: ifdesign, redden and the bronze effie. Goger started her career at Argonauten/Grey Interactive in Munich and Dusseldorf. She also worked as a freelance Creative Director for agencies including DDB Berlin and Düsseldorf and founded the design bureau DesignDirektorat before joining PXP. Agency-side brand guardian for Coca-Cola in Germany for three years, Goger has worked with a number of leading global brands including several Procter & Gamble and Henkel brands.

Speaking about the appointment Goger said: "It's a privilege to join the talented and innovative team at e-inbusiness. I have been impressed by the energy and skill they dedicate to the high quality work they deliver for clients. I thrive on working with brands to help them develop highly effective online propositions and understand the challenges faced in the digital marketplace. I now look forward to working with the team to ensure we continue to respond to our client needs and develop innovative new solutions and services that help them develop their online businesses."

Nigel Corp, e-inbusiness Chief Operating Officer said that recruiting Goger was representative of the continuing growth and development of e-inbusiness. He said: "We are thrilled to have Nikola join our team as Creative Director. Her exceptional talent and strategic foresight will add real value to both our business and our clients. She has extensive experience of leading creative teams and brand guardianship in the digital sector and understands in detail the challenges faced by brands today as they try to gain online competitive advantage in crowded marketplaces. I look forward to her bringing drive and determination to this new role."

Building online brands since 1999 for a large number of high profile retail clients including: New Look, Radley, Farrow & Ball, The Conran Shop, The Jacques Vert Group and Dreams e-inbusiness understands retail business needs and combines high energy creativity, best of breed technology and full service support to add measurable value to its clients. For further information visit: [www.e-inbusiness.co.uk](http://www.e-inbusiness.co.uk)

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For further information please contact Kate Nestor, Marketing Manager on 0845 456 5253 or email [kate.nestor@e-inbusiness.co.uk](mailto:kate.nestor@e-inbusiness.co.uk)

Photograph attached.

#### **Notes to Editors:**

e-inbusiness was acquired by Welcom Software in 2007 and is now part of the Welcom Software Group which comprises e-inbusiness, Welcom Software and 2inspire.

Further information on Nikola Goger's work can be found at: [www.nikolagoger.com](http://www.nikolagoger.com)

#### **About e-inbusiness:**

Founded in 1999, multi-channel full service eCommerce agency e-inbusiness specialises in providing fully integrated, next generation eCommerce sites which combine high impact creative design with best of breed technology to build an effective online user experience.

e-inbusiness invests in strategic partnerships to provide a robust multi-channel eCommerce platform that supports Web2.0 technology. These partners include: Omniture, Mercado, PayPal, EPiServer, QAS, Google, Scene 7 & Cheetahmail.

With a passion for brand and proven expertise in online marketing, e-inbusiness designs, builds & delivers integrated eMarketing strategies that maximise online revenue opportunities and deliver measurable results. Web analytics (Omniture) are integrated to provide detailed ROI & site performance analysis, improving business knowledge and decision making.

e-inbusiness has developed over 100 eCommerce sites with high profile clients including: Farrow & Ball, Jacques Vert Group, New Look & Radley. **[www.e-inbusiness.co.uk](http://www.e-inbusiness.co.uk)**

**Welcom Software** provides leading edge business software solutions, both off the shelf and customised, to the financial, retail and supply chain sectors. Its clients include Land of Leather, Forrest Furnishings and Loan Store. As well as offering IT solutions, Welcom provides a full business process consultancy and planning service, employing specialist consultants from within their target sectors. [www.welcom.co.uk](http://www.welcom.co.uk)

**2inspire** is a Leadership Development Consultancy that brings together a wealth of expertise across a number of industry sectors. Headed by business entrepreneur Rob Northfield, 2inspire helps businesses understand their key challenges and focus their attention on creating solutions that add real value to their business, driving forward growth and realising their vision. [www.2-inspire.co.uk](http://www.2-inspire.co.uk)