

Press Release

e-inbusiness expands creative team with a new design appointment

Leading multi-channel full service eCommerce & eMarketing agency e-inbusiness has expanded its creative team with the appointment of Paul Cleghorn.

Cleghorn, who joins e-inbusiness from a consultancy role, has been appointed to oversee all web and email design projects and delivery with an immediate focus on developing a best practice web design strategy.

Bringing together a wide range of online design skills Cleghorn has over ten years experience of working in new media industries including: eCommerce, eLearning and Architectural Visualisation. Having previously worked with a number of leading retailers including: Sainsburys, Hertz, Debenhams, Woolworths and ASDA, Cleghorn also brings with him extensive retail sector experience.

Speaking about the appointment Cleghorn said: "Having worked in the web design industry for over 10 years I have seen a dramatic change in the role of web design and the growing importance placed on it by clients. There has been a strong move away from functional design to high impact creative that communicates to customers and engages with them. I am really looking forward to playing my role in taking the creative team at e-inbusiness forward and developing even stronger, edgier, on brand design for our clients."

Joe Mountain, e-inbusiness co-founder said that recruiting Cleghorn was another indication of the continuing growth and development of the creative team at e-inbusiness. Mountain said: "Cleghorn brings with him a real wealth of web and new media design skills to the e-inbusiness creative team. He has a detailed understanding not just of design but of the impact clever design can have on the success of an eMarketing campaign or eCommerce site. As the online retail marketplace becomes even more competitive, fresh, impactful design that engages with your customers can be a key source of competitive advantage."

Building online brands since 1999 for a large number of high profile retail clients including: New Look, Farrow & Ball and Radley, 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

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For further information please contact Kate Nestor, Marketing Manager on 0845 456 5253 or email knestor@welcom.co.uk

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.

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

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

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