

Immedia Group PLC strengthen management team with three new appointments

Tuesday 15 April, 2014

Immedia Group Plc is pleased to announce that the Company's senior management team has been strengthened further as the Company targets expansion into new sectors and technology. Adam Blake has joined as Director of AV Operations and Prakash Pilley as Group IT Manager.

Along with a number of agreed strategic relationships, these appointments are being made as part of the company's strategy to drive innovation in the retail sector and will ensure that Immedia remains the premier supplier of digital music and entertainment channels for leading brands.

Bruno Brookes, CEO of Immedia Group Plc commented: "Following on from our previous appointment of Justin Lello as Director of Channel Development in January 2014, Adam and Prakash join the Immedia team as the demand is high for brands to implement multi sensory experiences and further reach customers using digital technologies."

"We are also offering additional solutions in marketing and commerce and developing new channels to communicate in new sectors to new audiences. It is essential that we have the right people in place to support this."

Adam joins from Data Select, Peter Jones' mobile phone distribution and services company, where he spent 8 years. At Data Select he fulfilled the role of General Manager before being promoted to Associate Director of Business Operations in 2011. Adam will be responsible for developing an enhanced range of digital hardware and network installation and maintenance services for the delivery of audio, video, combined rich media and mobile commerce.

Prakash has 10 years' experience in IT management and development in the private and public sector at employers such as British Telecom and local government.

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