New Chairman set to steer Wooshii into the next decade

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Video content solution provider, Wooshii, has announced the appointment of new Chairman, Iain Jacob, as part of the growth of the international brand.

Putting innovation in the frame

Launched in 2009, Wooshii is a video operations and production company specialising in scaling video output for brands and companies worldwide. Founded by Fergus Dyer-Smith, Wooshii's impressive client roster includes Microsoft, Unilever, Google and Coca-Cola. The brand's meteoric growth results from the ability to offer a comprehensive video solution to businesses around the globe from its headquarters in central London.

Earlier this year, Wooshii received an investment to the tune of £3.6 million from YFM Equity Partners, on behalf of VCT plc and VCT2 plc. The investment has allowed the brand to continue its growth by strengthening its team within the UK, Europe and the United States, including the appointment of Iain Jacob. Fergus Dyer-Smith says, "We are thrilled to have Iain join the board at Wooshii. His reputation and outstanding experience in the world of media and marketing will be invaluable and, I'm sure that Iain is the right person to help us maximize the opportunity in front of us."

Leading by example

A business founder and investor, Iain brings a wealth of experience to Wooshii as his board memberships include, Cogora, Inskin, UKOM and Cinema First. Iain also sits on the advisory board of LoopMe and the digital advisory board of Save the Children UK. As former Chief Executive of Publicis Media EMEA, Iain led the creation and development of Publicis Media across the region, a 6,500 people organisation and also sat on the Publicis Media Global Executive. On his new role with Wooshii, Iain says, 'Wooshii is one of the new breed of companies that are designed from the ground up to help brands succeed in the modern world of marketing and advertising. My background as a CEO level executive, a business founder and my ongoing angel investments have provided me with the insight needed to help guide the really strong Wooshii executive team.'

Iain Jacob joins the dynamic, 40 strong Wooshii team in London, Los Angeles and Vilnius, (Lithuania) this month, marking a new phase in the brand's success. Iain will be working closely with CEO, Fergus Dyer-Smith, Managing Director, Darryl Newton and, Financial Director, Amy Robertson.

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