What House? Digital Appoints Lee Williams As New Non-Executive Director

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Leading new homes portal WhatHouse.com has announced the appointment of Lee Williams, as a non-executive director, advising the What House? Digital board on business models, partnership development, operational advice and data and sales strategy delivery.

Williams has over 18 years of successful online innovation, business growth, digital strategy and execution in digital media. Williams, a leader in the online classifieds market place, was the start-up creator of Auto Trader, Europe's definitive digital transformation profit case study.

Now, as director of digital revenue at Haymarket Media, Williams is driving the differentiation of PistonHeads.com, which has now established itself as the main challenger to Auto Trader.

His broad digital board experience includes the rapid digital business turnaround of Northcliffe Media (Local World), DMGT's regional media business, from loss to significant profit in 18 months, and has over 60 successful digital and print media product launches, delivering high profit growth and value.

Commenting on the appointment, Daniel Hill, managing director of What House? Digital, said: "We are delighted to welcome Lee, with his outstanding digital media experience, to the board. We have a three-year plan to significantly grow our digital business serving the new homes industry and the housebuilding community.

"With our current round of fundraising under way, Lee's knowledge and calibre will help us to our target of making WhatHouse.com the number one new homes portal in the UK, sitting alongside the leading trade magazine for new homes Show House and the WhatHouse? Awards - the industry's most prestigious accolades."

Lee Williams said: "The online property market for new homes is frankly dated and served by first-wave digital thinking. I am looking forward to working with the What House? Digital management team with their excellent market relationships to deliver new thinking and digital solutions for new home buyers and builders for this major growth market."

For further information, please contact Daniel Hill, managing director of WhatHouse.com at dh@globespanmedia.com ; 020 7940 1070.

Photo caption: Lee Williams has been appointed as a non-executive director by publisher What House? Digital Limited

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