



Reform announces new board appointments

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Independent search specialist Reform today announces two key board director appointments. Former i-level director James Kilpatrick, and former Steak MD Mary Keane-Dawson, join founder and managing director Amanda Davie at the independent search marketing business which recently won contracts with the IPA, CIPD and toptable.

James Kilpatrick is an experienced venture capitalist with a blue chip background in corporate finance and international banking. For the last ten years James has provided consultancy services to SMEs in the service sector, focusing on media, internet and retail related projects. James was a board director at i-level prior to its sale in 2008.

Mary Keane-Dawson has over 20 years' experience in media and advertising. Mary has held a number of global strategic C-suite manager and consultancy roles, and has a successful track record in the multi-channel digital media space and in business development. Mary brings to Reform a deep understanding of a wide range of business sectors, including, e-tail, entertainment, healthcare, airlines, public sector, hospitality and the arts.

Announcing the appointments, Amanda Davie, founder and MD of Reform, said: "James and Mary share our vision and aspiration to lead the search industry through best practice, innovation and business change management. We are excited to be tapping into their combined and complimentary experience of financing and growing successful media businesses."

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Notes to the Editors:

Reform is a search marketing firm with offices in London and New York. Reform develops practical search marketing solutions for clients – from marketing strategy and delivery, through to technology and operational consultancy, market research, auditing and training services.



Reform works with brands, in-house search and procurement teams, agencies, investors and trade bodies. Clients include the IPA, England 2018, the Chartered Institute of Personnel & Development, toptable and Angel Investment Network.

For more information about Reform, please visit: <http://www.reformdigital.com>. Follow Reform on Twitter at www.twitter.com/reformdigital or join the debate on innovation and change in the search industry with our LinkedIn group, The Reformers: <http://www.reformdigital.com/join-the-reformers>.