

Release date: 20 December 2010



REFORM UNDERLINES 2010 SUCCESS BY BRINGING IN THREE NEW CONSULTANTS

Digital consultancy Reform today announced that it is bolstering its team with three new digital specialists, following a hugely successful 2010 that has seen the company win a number of new clients and launch the industry's first search marketing qualification with the IPA.

Rosie Sayers, a digital expert with over 15 years' experience in the sector joins Reform as strategy director. Most recently she has worked with agencies including Accrue, Gough Allen Stanley and PHA Media on integrating all aspects of digital and social media into their marketing. She has been brought in to work with Reform's clients on the strategic impact and relevance of digital channels, social media, online PR and search.

Alex Marks, who formerly held top-level marketing roles with Microsoft, eBay and i-level, recently set up his own independent consultancy, Fresh and Frank Consulting. He will be working with Reform on new product development, marketing communications and shaping its offering.

Mike Jennings joins Reform as search director, helping clients to develop their SEO and PPC strategies. He was previously an associate director at SMG Search and before that was with Performics Paid Search EMEA.

In New York, Reform has also hired Matt Dorville as SEO strategist. Matt joins with experience from movie website MRQE.com and an MA in English Literature from San Francisco State University.

Amanda Davie, managing director of Reform, comments: "We've had a great 12 months and 2011 is shaping up to be just as successful. That's why we're expanding our team to take advantage of the many opportunities with clients who need genuine digital consultancy rather than just a 'quick fix'.

"Rosie, Alex and Mike all have incredible experience in the sector and an unparalleled understanding of digital. Our clients will be able to use that expertise to enhance their own online presence."

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About Reform

Reform is an independent digital business consultancy, founded by a team of pioneering digital media experts. We help companies grow by helping them to understand how digital can transform their business, by connecting customers to their brands in the digital world.

We deploy digital channel data and customer insights to inform commercial models in order to drive positive business change.

Reform provides auditing, market intelligence, strategy, training and operational solutions for investors, brands, professional bodies and marketing services firms and clients include Getty Images, the Institute of Practitioners in Advertising (IPA), the Chartered Institute of Personnel & Development (CIPD) and toptable.com.