



22 April 2008

## TITAN OUTDOOR BOLSTERS OPERATIONAL & SALES TEAMS IN THE UK

- *Key hires & promotions support Titan's drive to be a world-class customer service & delivery company*

**22 April 2008-** Titan Outdoor, the UK leader for total outdoor solutions, has significantly expanded its operational and sales teams with several senior promotions and hires. The newly expanded teams are vital to Titan's drive to become a world-class customer service and delivery company. The new appointments include:

- David Russell, Operations Director
- Rob Bassett, Group Head of Sales in the agency team
- Ben Mulcahy, Head of Client Sales
- Pete Beeney, Head of Digital Sales
- Julian Clark, Group Head of Kinetic Sales
- Laura Thompson, Head of London Agency Sales

**David Russell** will head up a 25-strong Operations team, focusing on customer service delivery, estate management and operational costs. David brings significant experience in results-driven customer service from his 18 years at Avis, the last 8 of which he was Director of Group Operations, Europe, overseeing operational strategy and change management for 1500 Avis outlets with 4000 staff.

**Rob Bassett** starts as Group Head of Sales in the agency team. He joins from Associated Northcliffe Digital where he was Creative Solutions Director heading up integrated proposals across Associated's digital and print brands. Prior to this he was Ad Manager of The Mail on Sunday and oversaw the launch of its Entertainment and Football sections. **Gerri Kilgallon** also joins the agency team as an Account Manager from KBH where she was Group Head of Sales. Rob and Gerri will report to Matt Batchelor, Agency Sales Director.

**Ben Mulcahy** joins as Head of Client Sales, reporting to Stephen Dunn, UK Group Sales Director. Ben joins from JCDecaux where he was Client Sales Manager. Prior to that Ben ran his own media business in Australia called Apple Sports Advertising and Sponsorship which sold 6-sheets in gyms and waterparks.

**Pete Beeney** is promoted to Head of Digital Sales. Pete has worked for Titan for over four years and was formerly Group Head for Kinetic. His passion and knowledge of digital sales is immense. In his new role, Pete will drive forward this growing area of the business that now includes Transvision, digital 6 sheets, the Trafford Centre and various sites at The O2. Pete will report to Stephen Dunn, UK Group Sales Director.

**Julian Clark** is promoted to Group Head of Kinetic Sales, having recently worked on the agency sales side of the business since joining last year. Julian has over 20 years experience in the industry and will report to Ged Weston, Specialist Sales Director.

**Laura Thompson** is promoted to Head of London Agency Sales. She joined Titan a year ago from Clear Channel. She will focus on providing a dedicated, quality service to independent media agencies in London. She reports to Matt Batchelor, Agency Sales Director.

**Jon Slatkin, Chief Executive, said of these appointments:**

*"At Titan we are committed to providing world-class operational and customer service. We are setting a new standard for the industry, and are increasingly seen as the number one destination for the best sales talent in outdoor. We are delighted to have such excellent people join the Titan team alongside the internal promotions that reflect the huge flair and ability that lies within the company."*

**Stephen Dunn, Group Sales Director, commented:**

*"Titan has had a strong start to the year with revenue growth ahead of the market. Our UK Sales team is now over 70 strong as we continue to beat our targets and set a new benchmark for outdoor."*

**For further information:**

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*Photos are available from Smithfield upon request*

**Notes to Editors**

**About Titan Worldwide**

Titan Worldwide is a full service, global media company specializing in Out-of-Home advertising. In the UK Titan has an impressive portfolio of contracts and partnerships (including Network Rail, ASDA, Morrisons, LendLease and Westfield) meaning that they are market leaders across the rail, digital, shopping malls and supermarkets sectors as well as having an impressive large format roadside estate. Adding Titan Bus to this enables us to deliver total outdoor solutions across the UK in a way none of our competitors can.

Titan Worldwide was founded in 2001 by advertising industry veterans William Apfelbaum, chairman, and Donald Allman, CEO, Titan Worldwide is the premier advertising sales organizations in the business.

Titan Worldwide provides sales, marketing, creative, research and maintenance of advertising on bus, rail, bulletins, roadside billboards, telephone kiosks, experiential opportunities, street banners, shopping malls, supermarkets and construction bridges. It also leads the way in the development and successful introduction of market leading digital platforms. Titan Worldwide furnishes global, national and local clients with creative media solutions in the world's top markets including the United States (New York, New Jersey, Boston, Chicago, Los Angeles, Philadelphia, Seattle and Minneapolis/St. Paul), Canada, The Republic of Ireland and the United Kingdom. All of these opportunities come with Titan's commitment: to quality, servicing, investment in innovation, and providing a one-stop shop for fully integrated, relevant, outdoor solutions.

The company websites are: [www.titanoutdoor.co.uk](http://www.titanoutdoor.co.uk) [www.titanoutdoor.com](http://www.titanoutdoor.com)