

# news release



**6 November 2007**

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## **iO™ global appoints telecoms veteran Paul Davis as VP Operations**

**Ipswich, UK:** iO global, the innovative worldwide provider of integrated digital retail solutions, has appointed Paul Davis as VP Operations to lead the service design, project implementation and in-life support activities for the iO Mobile Experience platform. Paul will utilise his technology, strategy and operations execution experience to ensure that new mobile content services can be effectively delivered to help accelerate revenue realization for iO global's customer base, from service providers and advertisers through to content producers.

Prior to joining iO global, Paul developed a long and successful career with British Telecommunications, where his last role was as Business Engagement Director. He was directly responsible for managing the IT relationship and delivery for BT's £2.3 Billion contract with the NHS.


The foundation of Paul's career was built at BT over a period of 27 years where, for the majority of his time there, he held senior customer facing positions, building a successful portfolio of deployments throughout the world, including placements in New Zealand, Middle East, Africa and India.

Comments Paul Davis on his appointment: "iO global is continually striving to deliver innovative digital retail solutions that ultimately help provide an enhanced mobile experience to consumers and as such has a great industry reputation. As a company that I believe to be a market innovator, I am extremely excited to join iO global as it continues to advance in the market. I thrive in a dynamic environment and as a result, I look forward to working closely with the team over the coming months to help further develop the company's service offerings."

Comments Martin Knestrick, CEO, iO global: "As the mobile content space continues to evolve at such a rapid pace, it is vital to have an highly knowledgeable and experienced team that can help drive the business forward to another level. Paul is an excellent addition to our team here at iO global, bringing with him a wealth of in-depth industry knowledge and product experience that can only help the business develop further."



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Paul has a Master of Science Degree in Telecommunications from UCL and achieved the title of Doctor of Business Administration from Cranfield University in June 2006.

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### **Notes to Editors**

#### **About iO™ global**

iO™ global provides the software and services to enable Network Operators, Media Brands and Advertisers to collaborate in a trading model to personalize and monetize their interactions with individuals on the run. iO's mobile experience solutions™ turn the mobile device into the individual's "remote control" for using digital content and services anytime, anyplace, anywhere. iO™ global was created in May 2005 by British Telecommunications and New Venture Partners after 5 years of development in BT's Research Laboratories. [www.io-me.com](http://www.io-me.com)

#### **For further information on iO™ global ltd;**

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