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Inkfish appoints new Sales Manager

The directors of Inkfish call centres limited, the wholly-owned subsidiary of Domestic & General Group PLC, are delighted to announce the appointment of David Potter who, as Sales Manager, also takes a seat on the Executive Board.

David will be responsible for maintaining the impressive new business sales growth that Inkfish has consistently enjoyed and for developing larger, more strategic, outsourcing deals through his concentration on key accounts. Leading a team of sector sales specialists, David's primary focus will include developing ground-breaking sales operations for utilities, telecom and finance sectors, as well as developing end-to-end CRM offers across the market.

David joins Inkfish from Siemens Business Services, where he was responsible for developing large strategic outsourcing relationships, particularly in Financial Services, and was responsible for all pro-active new business development. His expertise in winning high volumes of outsourced call centre business within the financial services sector was also a valuable contribution to Merchants' success in moving from a £20m to a £50m turnover company. Prior to working in the call centre industry David was Marketing Director for New York Life UK and has vast experience in banking and life assurance.

David is delighted with his appointment and says "I have no doubt that Inkfish will become the major provider of customer contact solutions within five years and this is a fantastic opportunity for me to make a substantial contribution to that process. Inkfish has an infectious 'will to win' culture. It recognises that it needs to think and act on a bigger stage and will succeed by retaining its determined focus on results. We will outperform through minimising unnecessary processes, overheads and politics that often plague organisations growing as fast."

He continues

"What clients look for in outsourcing are serious players who provide true partnership in commercial and relationship terms. Inkfish offers both of these, plus the flexibility and energy to enable its clients to optimise their speed to market and commercial returns".

Following the acquisition of Inkfish call centres limited by Domestic & General Group in July of last year, the company has continued to grow, winning new contracts with an impressive array of clients. The Inkfish board recognised that in order to develop the client portfolio further still, real heavyweight expertise was required. David fitted the profile and seized the opportunity.

The board of directors have been impressed with David's ability to take on the challenge and run with it. Sue Marshall, sales and marketing director was keen to work with David:

"He came with fresh eyes, looking at a business which really does change and evolve continuously. He brings immense experience and was able to use that to help Inkfish gain a wider understanding of the opportunities and challenges in an increasingly competitive market."

She continued:

"Inkfish is proud of its growth, its culture and its values. David will be key in promoting these to new prospective clients as we move into the next stage of our development."