

FONE LOGISTICS ADDS TO MARKETING TEAM

Fone Logistics has appointed Eve Lenez (pictured) as marketing manager as part of its aim to increase turnover beyond the £100 million mark in the next year.

Lenez joins the airtime and handset distributor having held marketing and sales roles within the leisure and banking industries. She will support Julien Parven, who takes up a more strategic position as sales and marketing director.

She will be responsible for establishing a strong and consistent marketing strategy by implementing acquisition and retention programmes, as well as providing

dealers with increased support and reaching out to new markets.

Lenez said: "My role at Fone Logistics is to take up the challenges the business now faces in an increasingly competitive and converged marketplace. We are embracing industry changes head on with a multi-faceted marketing campaign to our existing channels, as well as emerging customers.

"We have launched a range of new dealer incentives as part of our growth plan to provide the very best support service as the market shifts towards a value-led proposition.

"We are also

increasing our range of products and services to compete in the burgeoning converged marketplace of data and voice products, so will also have campaigns mapped out to target the IT reseller marketplace."

Parven added: "The recruitment of Eve is a demonstration of our strong position right now and our plans to push on and complete our two-year aim to be the preferred mobile phone distributor in the UK."

The Northumberland-based company recently announced a range of incentive schemes, which include a 'Lifestyles of the Rich and the Famous' rewards programme where wholesale dealers will receive two VIP tickets to a Manchester United match for providing the most 3 Mobile Broadband connections in July.

