

Fone Logistics enlists new national sales manager

Fone Logistics, the mobile airtime and handset distributor, has continued its aggressive growth strategy with the appointment of a new national sales manager.

Grant Skelton joins the company with over ten years' experience in the mobile communications industry, including management of national sales forces and the setting up of new territory sales teams.

He has held senior sales roles for a range of associated industry names such as Thus, Carphone Warehouse Business Solutions, O2 and Phones 4u Retail.

Skelton's appointment is part of Fone Logistics' current two year business plan to grow its market share to become the preferred mobile phone distributor in the UK.

After a strong first twelve months in its two year growth plan, including the acquisition of the UK's largest independent reseller of mobile accessories and airtime, Dextra Solutions, Fone Logistics plans to consolidate this growth with a strong sales strategy to complement and support the new marketing activity already underway.

Skelton will oversee Fone Logistics sales force, which includes the new team acquired from Dextra earlier this year.

Commenting on the role, Skelton said: "Having worked in a sales environment in the telecoms industry for a decade, I am excited to be at the helm of Fone Logistics sales force at this time. We have an exciting proposition for dealers across the board, and our relationship with the networks has never been stronger."

Sales and marketing director, Julien Parven, added: "As I move into a strategic position at Fone Logistics, steering us towards the possibilities full market convergence will offer, Grant is an experienced asset to motivate our team in driving our sales targets forward."

Fone Logistics has a turnover of £80m and employs 110 staff, at its head office in Cramlington Northumberland.