

ON THE MOVE...



Eve Lenez

MOBILE airtime and handset distributor Fone Logistics plans to increase turnover beyond the £100 million mark in the next 12 months aided by new marketing manager Eve Lenez. She brings a wealth of marketing and sales experience gained in the leisure and banking industry, and in her new role she is responsible for establishing a strong and consistent marketing strategy. She said: "We are embracing industry changes with a multi-faceted marketing campaign to our existing channels and emerging customers. We have launched a range of new incentive schemes to our dealers as part of our growth plan as the market shifts towards a value-led proposition."