

MOVERS, ACCOUNT WINS AND SPONSORSHIPS

MOVERS



Electric Media Sales has announced the promotion of **MICHEÁL SCULLY** to sales director of the company. Scully started his career with Eircom.net selling business services and next moved to Google where he assisted retail websites in developing their marketing strategies. In 2007 he joined Myhome.ie before joining Electric Media Sales in 2008 where he was appointed ad operations director.



STHA NGWENA (above) and **CLAIRE MCGRATH** (above right) join the Magna Digital Department as Digital Media Buyers for Initiative and UM.

Stha, joins from Learning Ireland where she was working in the area of media sales.

Claire joins from UCC where she studies Commerce.



Whatswhat.ie, the online business directory, has announced the appointment of Cork based investor and management consultant **PARAIC HEGARTY**, as the online venture's new director of strategy and innovation. Hegarty was recruited via the social networking site Twitter. Whatswhat.ie's financial director, Sian Phillips explains, "I'd chatted to Paraic on Twitter a couple of times and discovered he was an Angel Investor. He's now a very welcome member of our team."



DoneDeal.ie has announced the appointment of **JOHN WARBURTON**, as the company's chief operating officer. Warburton has over 20 years of experience in information technology, business processes and project management and is a founding member of the south east branch of the Irish Internet Association.



ALEXIS BOUCKAERT is the new digital creative director at Rothco. Bouckaert was previously joint creative director at Cybercom, where he worked on digital campaigns for brands such as Coca-Cola, Powerade, Guinness, Aer Lingus, adidas and Vodafone. He has an MSc in Multimedia Systems from TCD and a MA in Irish Literature & History from the Sorbonne Nouvelle in Paris.



DAVID LEONARD has rejoined Newworld Associates as digital marketing executive. He previously held the position of marketing executive with the Branding and Digital Agency and holds a degree in marketing from the Letterkenny Institute of Technology and is a masters graduate of the UCD Smurfit School of business, specialising in Marketing.

CLÍODHNA BYRNE has been promoted to brand manager at marketing solutions and consumer engagement website Pigsback.com. Byrne joined Pigsback.com in early 2008 as an account executive. She graduated with a BA (Hons) in Communications and Public Relations from IT Carlow.



ACCOUNT WINS

Cullen Communications has been appointed PR consultants to **Thomas Cook Holidays Ireland** following a competitive pitch. The account will be headed up by director Conor Horgan.

Brand Events Management Ireland has appointed **Prior Communications and Bubble Digital of the Marketing Network group** to handle the PR and digital marketing campaign around this year's Top Gear Live event which will take place from 24th to 26th September.



ANGEL MARKETING MOVES TO GUINNESS ENTERPRISE CENTRE

Angel Marketing is a full service marketing agency that specialises in strategy development and creative concepts. Angel's MD is Paula Ronan, who co-owned Angel London for six years where she worked with Coca-Cola Enterprises, BT, Sky, 3 Mobile, EMAP and NSPCC. Irish clients include Today FM, DoneDeal.ie, Publishing Ireland, Green Biofuels Ireland and Foras na Gaeilge.

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