

Bigmouthmedia appoints Mark Bole as Group CEO



Released on: November 3, 2009, 7:03 am

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Industry: [Marketing](#)

Bigmouthmedia has announced the appointment of former Nokia Vice President Mark Bole as Group Chief Executive Officer.

Bole joins Europe's largest independent [digital marketing](#) agency with a wealth of high-level experience in the technology sector. An accomplished senior executive with a track record of running successful pan-global operations, he will take over the day-to-day management of bigmouthmedia's offices in Europe and the US as the company embarks upon the next stage of its development.

"I am delighted to be joining bigmouthmedia at such a pivotal moment in its development. It has a fantastic brand, a gilt-edged client list and is uniquely positioned to gain competitive advantage in an exploding sector, so I'm very much looking forward to being part of the next stage in the company's growth," said Bole.

Bole has 20 years experience working with dynamic, fast growth companies. He spent 12 years at Nokia in a variety of roles across the mobile giant's European and Far Eastern operations before ultimately rising to the position of Vice President. After leaving the company in 2001 he served as President and COO of the telecommunications software company Incomit prior to its acquisition by BEA systems in 2005 and most recently was Chief Executive Officer of mobile social media services provider ShoZu.

"The search for a new Group CEO has been intensive, and I believe that in Mark Bole we have picked a winner. He has held roles at a very senior level with several technology heavyweights, and has coal-face experience of running complex multi-territory European organisations as well as mergers, acquisitions and the challenges these events can throw up. He is supremely

well qualified for the position" said Steve Leach, Executive Chairman at bigmouthmedia.

The announcement will see Leach - who founded bigmouthmedia from an Edinburgh basement in 1997 and turned it into a multinational company operating in ten countries and 30 languages - transition to an executive chairman position directing group strategy.

"My initial vision was to make bigmouthmedia the biggest brand in search and I think we've done pretty well on that front, but now this agency is ready for a new, even greater future. While my time as CEO has been both enjoyable and demanding, I believe the company will benefit from a fresh perspective, and am taking on a new role to allow that to happen," said Leach.

About [bigmouthmedia](#)

Founded in 1997, bigmouthmedia is Europe's largest and most experienced digital marketing agency and was rated the UK's #1 Search agency for [search engine optimisation](#) and PPC in the 2009 NMA Marketing Services Guide.

Bigmouthmedia's 200+ online marketing experts across 12 international offices maximise online brand exposure for its clients by means of integrated digital strategies incorporating SEO, PPC, Social Media Marketing, Affiliate Marketing, Display Advertising, Online PR and Copywriting.

Bigmouthmedia's multilingual digital solutions deliver outstanding ROI for over 300 world leading brands including British Airways, Tesco, ebay, Sky, Cisco, BT, Comic Relief, Barclaycard and Europcar.

Bigmouthmedia also provides up to date daily digital marketing [news](#)

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