

Thursday, January 15, 2009

 [Subscribe](#)

Search this website...

Browse > [Home](#) / [Industry News](#) / EnQii appoints former Group CEO of Cordiant as Chairman

EnQii appoints former Group CEO of Cordiant as Chairman

January 12, 2009

Release: Immediate

Contact: James Bremner

+1 (212) 675-7820

James.bremner@enqii.com

12 January, 2009, London.

EnQii, the global digital out of home media services provider, today announced the appointment of David Hearn as Chairman of the Board.

David Hearn's 30 years of media and marketing experience add a significant dimension of channel expertise to EnQii's global leadership position. David started his career in Procter and Gamble in the marketing function and rapidly moved to head up Del Monte Foods in the UK as CEO where he transferred the focus of the business away from the traditional vegetable sector and launched the first TetraPak fruit juices in the UK, becoming market leader within a year. Transferring within the larger RJR/Nabisco group, David became CEO of the Smiths Snackfood Company, which was eventually purchased by Pepsico. He ran Pepsico's entire food businesses in Europe and then headed up United Biscuits in Europe and Asia/Pacific.

He joined Goodman Fielder as CEO in Australia, which he ran for 7 years until 2001 during which time the business was transformed from a loose conglomerate to a focussed consumer goods food business based mainly in Australasia but with operations in over 25 countries and turning over in excess of \$4 billion. David then moved to New York, firstly as Chairman and CEO of Bates Advertising and then as the Group CEO of the Cordiant Group, which at the time was the 5th largest global media and marketing services group with key global clients such as HSBC, Pfizer, Allied Domecq and Sky TV. Cordiant was subsequently sold to WPP where David worked for 6 months to aid the successful transition of the key client base.

EnQii is a global leader in the digital signage and out-of-home media market with offices in New York, Toronto, London, Hong Kong and Shanghai, servicing thousands of locations across more than 14 countries.

"David's experience at the forefront of groundbreaking consumer marketing and media is timely and unparalleled," stated Ajay Chowdhury, CEO of EnQii. "His track record of establishing world class market leading consumer offerings on a global basis will prove invaluable particularly as we enter a significant growth phase in new markets, while also concentrating on strategically enhancing our longer term integrated proposition distinct from other providers within our sector."

"This is an exciting time to join EnQii and I am looking forward to contributing my knowledge of the complexities of developing successful consumer and media propositions across different international platforms as the business continues to develop," said Hearn. "With their recent fund raising, EnQii is uniquely positioned within the industry to lead the rapidly consolidating global digital out of home services space, especially in these challenging times."

About EnQii

EnQii is a global leader in the digital signage and out-of-home media market with offices in New York, Toronto, London, Hong Kong and Shanghai. As one of the world's truly global digital out-of-home companies, EnQii currently services thousands of locations across more than 14 countries. EnQii couples a deep understanding of customer behaviour with its powerful media technologies to provide clients with fully managed solutions that enables them to advance their overall customer communication strategy for many years to come. EnQii won the 2008 DIGI Award for outstanding technology in the healthcare category for the WHEN Network.

Investors in the company include Amadeus Capital Partners, Wellington Partners and Ithmaar Bank.

– END –

Written by admin · Filed Under [Industry News](#)

Comments

Comments are closed.

eNews & Updates

Sign up to receive the latest breaking news, as well as all of your other favorite headlines!

Enter your email address

Sections

- [Digital Signage News](#)
- [EnQii Newsletters](#)
- [Industry News](#)
- [Thought Leadership](#)

Archives

- [January 2009](#)
- [October 2008](#)
- [September 2008](#)
- [August 2008](#)
- [July 2008](#)
- [June 2008](#)
- [May 2008](#)
- [April 2008](#)
- [March 2008](#)
- [February 2008](#)
- [January 2008](#)
- [December 2007](#)
- [October 2007](#)

Related Sites

Admin

- [Login](#)
- [WordPress](#)
- [XHTML](#)