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EnQii Launches Global Advisory Board

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Board of experts to work with EnQii clients to generate higher returns

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EnQii, a leading global digital signage agency, announces the launch of their global advisory board with three highly respected practitioners in the global media industry – Jeremy Hill, James Lim and Jeffrey McElnea. The board has been created to provide EnQii's customers with world class strategic advice in advertising sales, digital merchandising and out of home strategy. David Hearn, current chairman of EnQii, will also be working closely with the Advisory Board to advise EnQii's customers.

Jerry Hill has the rare distinction of having held leadership positions with both a leading UK media owner and an International media agency network, giving him a very wide understanding and perspective of the media and communications market. Jerry was CEO of TSMS, the UK's first multi station commercial TV sales house which represented a third of ITV's advertising revenue. In 2001, Jerry joined Initiative, one of the leading Global Media agency networks owned by Interpublic Group, as CEO of their UK and Irish operations. He was appointed to the Council of the IPA, the UK advertising agency trade association for which he served as Chairman of the body's 5 year strategy group.

James Lim has extensive experience in marketing, media and management, particularly in the out of home space. He was founder and CEO of Digital Media Group in 2003, which he grew into the leading subway digital media owner in China and Hong Kong. Prior to that he was an early stage advisor of Focus Media (FMCN, listed in NASDAQ in 2005), VP/GM-China of Media Nation Inc (listed in HKSE in 2002, acquired by JC Decaux in 2005), Director-E China of International Distillers & Vintners (now Diageo), and served in various positions in the Swire Group (Cathay Pacific, Swire Duro, Taikoo Sugar, Swire Magnetics, Swire Beverages, etc).

Jeff McElnea was president of Einson-Freeman, Inc. where he built the firm into a global promotions agency serving many Fortune 500 clients, then sold it to WPP Group in 1988. Jeff continued with Einson as Chairman/CEO for another 12 years while also heading two other WPP companies, Conquest USA and MGA Marketing. Following his 30 year agency career, Jeff became president of Satmark Media Group, a start-up new media firm that launched the first national ATM advertising network - now owned by Bank of America. Today his consultancy, The Jeffrey Group, advises multi-national clients, agencies and media enterprises on business development. He has managed or helped finance early stage marketing ventures in alternative media and in-store communications.

David Hearn is currently Chairman of EnQii and ran Pepsico's entire food businesses in Europe and then ran Goodman Fielder as CEO in Australia, which he built into a focused, branded retail business, concentrating on the Australasian region. David moved to New York, firstly as Chairman and CEO of Bates Advertising and then as the Group CEO of the Cordiant Group, which was the 5th largest global media and marketing services group, which was subsequently sold to WPP.

"We are excited and honoured that Jerry, James and Jeff have agreed to join our advisory board," said Ajay Chowdhury, EnQii's CEO. "As the Digital Out of Home industry continues to grow into a global business, having respected industry practitioners like these to call on can add immense value to our clients and help them secure greater returns from their investment in digital out of home media."

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, Shanghai and Melbourne. 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. EnQii has recently been voted as the number one global digital signage provider for the second year in a row by www.DailyDOOH.com

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