



## **Xcede Creates New Division and Makes Two Appointments to the Board**

### ***Agency Hires Contract Sales Director and Non Executive Director***

20 January 2009. Stefan Britton has joined the Board of Xcede Recruitment Solutions, a recruitment agency specialising in digital marketing and customer intelligence, as Contract Sales Director. He will head up a new division dedicated to sourcing contract staff for roles such as data analytics, web analytics, search engine optimisation, web design and web development.

The appointment is in response to a steady demand for specialist marketing roles, both from agencies and in-house, as companies focus on attracting and retaining customers. Certain skills, such as web analytics, are in particular short supply as businesses endeavour to weather the credit crunch by cutting costs and targeting consumers online. Stefan will be responsible for developing and implementing a business strategy with a view to building a team of up to 6 dedicated consultants by the end of the year.

Stefan explains: "In this tough market, my challenge is to provide our clients, including digital marketing agencies, web design consultancies, and e-commerce enterprises, with the specialist resourcing required to fulfill their work commitments but with the optimum flexibility."

"I'm delighted to be joining Xcede. I'm impressed by their ambition, positive outlook and commitment to maintaining high standards."

Stefan, who has over ten years experience in recruitment, was previously Executive Director and Partner at Six, and Group Sales Manager at RDF Group.

"Stefan is passionate about his work and we're pleased to have him on the team," comments William Jacques, Director, Xcede. "His exceptional track record in sales, and experience in successfully building a team from scratch, will play a vital role in enabling Xcede to achieve its goals for the future."

Xcede has also appointed Sarah Basley as Non Executive Director to the Board. Sarah is an independent consultant specialising in leadership development and management excellence for the recruitment industry.

“I am thrilled about joining the Xcede team. The company operates in a very exciting range of market sectors and there is an abundance of talent and energy. It’s a privilege to have the opportunity to work with the directors and managers to support Xcede in fulfilling their true potential.”

END

### **About Xcede Recruitment Solutions**

Xcede Recruitment Solutions was founded in 2003 and specialises in providing quality permanent and contract personnel within business and customer intelligence and new media. Specific areas covered included marketing analytics, web analytics, SEO, web design, SEO and web development.

Xcede’s client list ranges from major blue-chip companies to fully integrated marketing agencies. Job roles that Xcede recruits for include marketing analysts, data analysts, flash developers, SAS programmers, creative directors, credit risk analysts, web analysts, SEO specialists, web designers, art directors, copywriters, front end web developers and back end web developers.

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