

BRODEUR RAISES THE BAR FOR AR

Submitted by: Pleon

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New EMEA Programme Manager boosts Brodeur's analyst relations capability

7 January, 2003 - Brodeur Worldwide, the global public relations and marketing communications consultancy for technology-driven businesses, today announced that it has further strengthened its market-leading analyst relations practice with the appointment of Charles Lafage as Programme Manager. Charles will have responsibility for all operational aspects of analyst relations (AR) campaigns conducted for Brodeur clients and will work closely with Vicky Steel, UK director of analyst relations, to further develop AR within Brodeur's overall client offering.

Simon Ward , UK managing director of Brodeur Worldwide, said: "The role of programme manager requires an exceptionally rounded individual: the successful candidate had to combine insight into the fast moving IT world, a track-record as an analyst, exceptional organisational skills and an ability to work closely with clients to meet and exceed their expectations. We looked at a number of well-qualified individuals but only Charles met all the criteria. With a strong team focused on reaching out to this hugely important influencer community, we believe this appointment has further raised the bar for agencies seeking to address clients' AR needs."

Brodeur Worldwide established its analyst relations practice in 2000 and was the first agency to give this audience the focus and professionalism it merited. Charles brings to the practice extensive experience of analyst relations from both the client and consultancy side. He joins Brodeur from Juniper Research where he was a Senior Analyst, writing and consulting on mobile Internet and mobile messaging topics. Prior to that, Charles worked client-side for SchlumbergerSema where he was in charge of Analyst Relations and Thought Leadership for the telecoms business unit, focusing on mobile messaging, telecoms billing, and CRM. He began his technology career at Datamonitor as a market analyst, where he authored a number of highly respected reports on mobile commerce, Internet services and business Internet markets. Charles has a Masters degree in Business from ESSCA in Angers, France, and speaks fluent French and English.

Lafage comments, "Brodeur is unique in having an established track-record for conducting analyst relations for technology driven businesses of all sizes, so joining the team here was an easy decision to make. Throughout the company, there is a tremendous sense of the value that analyst relations brings to Brodeur's clients and provides me with the opportunity to really make a significant contribution to their success. I'm delighted to be on board."

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About Brodeur Worldwide

Brodeur Worldwide <http://www.brodeuruk.com> brings together "best of breed" public relations agencies to provide marketing communications and counsel for technology-based companies. The group offers a global capability of more than 600 employees in 40 offices in 30 countries throughout North and Latin America, Europe, the Middle East, Africa and Asia Pacific, and accounts for approximately \$75 million in technology revenues.

For Further Information:

Simon Ward
Brodeur Worldwide
020 7298 7070
sward@uk.brodeur.com

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