

# mandmdirect.com Hires Neil Sansom As Marketing Director

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mandmdirect.com (<http://www.mandmdirect.com>), the UK's leading online discount fashion, sports and outdoor apparel retailer, has appointed Neil Sansom as the company's new Marketing Director. Sansom brings 13 years experience at the highest level of marketing activity to a role that encompasses customer acquisition and retention, e-commerce and catalogue production for the £74m business.

Previously Sansom worked with the world's second largest e-tailer, Otto Group, where, as Business Development Director, he launched the innovative fashion brand, Oli.co.uk. Wider experience includes marketing and commercial experience at Kingfisher, Freeserve and Littlewoods Shop Direct. Sansom was also responsible for Comet's first e-commerce website and for building a multi-channel strategy for Shell International.

On accepting his new role, Sansom says, "I'm delighted to be joining mandmdirect.com (<http://www.mandmdirect.com>) at this time to help grow the business and the brand to the next stage of its commercial development. mandmdirect.com (<http://www.mandmdirect.com>) is a great brand which, together with the backing of a private equity business and its internet-based value proposition, makes it an exciting time to join the company."

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