

Bigmouthmedia hires MTV executive as Chief Financial Officer

Submitted by: pr-sending-enterprises

Monday, 23 February 2009

Bigmouthmedia hires MTV executive, Richard Tan, as Chief Financial Officer.

Formerly Senior Vice President of Finance and Operations at MTV Networks UK & Ireland, Tan brings a wealth of global business experience to the new role. Responsible for the group's financial structure and performance across 10 international territories, he will play a key strategic role in the continued development and expansion of bigmouthmedia (<http://www.bigmouthmedia.com/>), Europe's largest independent digital marketing agency.

"As the group continues to press forward with its ambitious growth strategy, we have identified the need to recruit a CFO capable of injecting fresh impetus and expertise at a senior group level. Richard's breadth of experience working with growing international businesses, implementing acquisitions and driving group synergies made him the ideal man for the job," said Steve Leach, bigmouthmedia CEO.

Working at MTV Networks from 2004, Tan held responsibility for all financial and operational affairs across the brand's portfolio including Paramount, Nickelodeon and the Nordic Region. Playing a key role in helping to drive business and commercial strategy, he oversaw the company's business and performance analysis while managing all aspects of its infrastructure and service areas.

Previously, Tan spent eleven years progressing through several Sony Divisions including Sony Corporation of America, Sony Music Entertainment Europe, Sony Music Independent Network Europe ("SINE") and Sony Music Entertainment UK. In his last position he was simultaneously Director, Finance of Sony Music Entertainment UK as well as Finance Director, SINE, where his responsibilities included driving UK e-media financial and commercial strategy and the management of Sony's independent record company relationships.

Originally qualifying as a Chartered Accountant with Deloitte and Touche, Tan's appointment marks the latest in a series of senior executive appointments at bigmouthmedia. UK Managing Director Lyndsay Menzies was recently promoted to Chief Operating Officer while International Head of Sales and Marketing David Hardy, International Head of IT Rob Noronah and Head of Client Strategy Phil Stelter have all joined the company in recent months.

"I'm delighted to have joined bigmouthmedia at such a pivotal stage of the digital marketing industry's development. The company is well financed, has an impressive international footprint and is uniquely positioned to capitalise on the market changes set to take place over the course of the near future," said Tan.

About bigmouthmedia

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff located across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: Search engine optimisation (http://www.bigmouthmedia.com/products_services/search_engine_optimisation/), PPC, Online Media Planning, Affiliate marketing

(http://www.bigmouthmedia.com/products_services/affiliate-marketing/), Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily digital marketing news (http://www.bigmouthmedia.com/news_information/industry_news/) to ensure clients are fully informed and aware of all industry developments.

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