

Tquila Appoints Managing Director for Media & Communications Practice

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Europe's fastest-growing salesforce.com partner hires Dejon Yeoman to head up new practice serving the media & communications industry

LONDON - WEDNESDAY 27 JUNE, 2012 – Tquila (www.tquila.com), a European salesforce.com platinum partner dedicated to building Social and Mobile Cloud Computing applications, has announced the appointment of Dejon Yeoman as Managing Director of the company's Media & Communications practice.

Dejon joins Tquila from News International, where he was Technology Programmes Manager. He brings over 13 years' experience in the CRM, marketing and technology space, and deep understanding of the media and communications industry.

In his new role with Tquila, Dejon will be responsible for ensuring client satisfaction and growth in the media and communications industry.

"Traditional consumer purchase models and consumption patterns are evolving at pace," says Dejon.

"The Tquila team are skilled at harnessing technology and tools to enable media businesses to quickly transform into innovative, agile social enterprises."

Tquila CEO Paul Andrew commented, "Our Media & Communications practice evolved rapidly as a result of our engagement with key clients like Global Radio, the Engine Group and Trinity Mirror."

"We're delighted to bring Dejon on board to lead the practice to even greater heights. His expertise, passion, and belief in the transformative power of the social enterprise ensure that our media clients will continue to receive the high level of service they have come to expect from Tquila."

Just over a year old, Tquila is the fastest-growing salesforce.com partner in Europe, and has taken the industry by storm. With employees in 3 countries and having already achieved the coveted Platinum Partner status in both the UK and Germany in under 18 months, the company continues to execute on its audacious plans to build the new generation of enterprise applications.

"Our aggressive growth is a direct response to market demand," says Paul.

"Our greatest challenge is continuing to find passionate, high-calibre candidates - like Dejon - at a rate that matches our growth."

Further details:

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