

# Mobile is a major market for Manchester digital agency

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Digital agency (<http://www.athernet.co.uk>) Athernet has promoted Jason Kerner to Head of Mobile, a senior role that will shape the future of the business.

Catering to the ever-growing mobile market is of paramount importance to the Manchester based agency, who have been working on augmented reality and other forward-thinking apps this year.

Ajay Kapadia, Director at Athernet, said: "With the knowledge that at least 52% of mobile users in the UK have a smartphone, companies are beginning to understand the importance of bringing their brand to a multitude of devices and platforms including iOS and Android.

"While we have been producing apps and mobile solutions for clients for a number of years, this appointment reflects our place at the forefront of mobile technology."

Jason's promotion cements the company's strategy going forward, which is focussed on providing multiple specialisms under one roof to simplify design, development and marketing processes for clients and other agencies.

Alongside the growth in the mobile market, the company has also taken on three new developers to meet the current demands of the business, which now includes developing in ASP.NET and PHP.

Developers Michael Bell, Jonathan Hollin and Vinny Prajapati bring a wealth of experience to the team, to enhance the Athernet portfolio going forwards.

Ajay added: "We're very excited about the direction our company is going; we've quadrupled our workforce in just over two years. In fact, we're now looking for new office space as we're running out of desks!"

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