

# Principals From Award-Winning Tech Company Ve Interactive Named As Concern Universal Ambassadors

Submitted by: Ve Interactive

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London, UK - 7th November 2012: Concern Universal (<http://www.concern-universal.org>), the international development organisation that helps communities around the world find practical solutions to poverty, has appointed Ve Interactive's (<http://www.veinteractive.com>) CEO David Brown and Director of Communications, Kathy Heslop as ambassadors for the charity.

Serial entrepreneurs David and Kathy are co founders of the award-winning British technology company. It has been donating its commercial services to Concern Universal since July 2011, the objective of the collaboration - to provide support for the charity's on-going digital strategy.

David and Kathy have a legacy of entrepreneurialism with a triple bottom line focus. Their previous digital company, Serious, partnered with UNICEF and went on to raise funds and awareness for the organisation's campaign on Children and AIDS. At Ve Interactive, David and Kathy are now continuing to create shared value, by aligning the company's economic objectives with the social goal of supporting Concern Universal. It's a non-traditional, innovative approach. On both occasions it was they who did their diligence and reached out to initiate the partnerships.

David explains: "Supporting the work of the third sector is a no brainer. Issues caused by cuts in public sector funding and falling donations in this tough economy can go some way to being addressed through collaborations with commercial enterprises and their networks, and by using emerging technologies to reach donors. The team at Ve calls it 'TechAid' and we're all proud to help. It's a responsibility that's felt right across the company."

"We were both always impressed by the diversity of projects that Concern Universal supports," explains Kathy, "as well as their geographic reach, economic efficiency and sustainability, so we are thrilled to be asked to become ambassadors; it's both a delight and a surprise in equal measure! We willingly offer our business acumen and experience, as well as the continued collective strength of our global operation, to help progress Concern Universal's important work in lifting more people out of poverty."

Dr Ian Williams, Executive Director of Concern Universal said: " Alone, community-led development in poor countries will not end poverty. There is a need for wider policy change and a change in people's attitude and practice. So alongside our nine country programmes, we seek to inspire and support ambassadors; 'champions' who find resonance with our vision, mission and values. Because of the particular regard with which David and Kathy are held, and their reach into influential audiences, we feel that they can make an enormous contribution to our cause."

-ENDS-

Notes for Editors:

About Concern Universal (<http://www.concern-universal.org>)

"I have rarely met an organization that is as organized and dynamic..." Louisa Bojeson, CNBC.

Founded in 1976 and now working in nine countries, Concern Universal is an international development organisation tackling poverty from the grassroots. They create opportunities for people around the world to improve their lives and shape their own futures. By building skills and connecting people at all levels in society, they help communities deliver practical solutions with long-term impact. Charity Times named Concern Universal International Development charity of the year in 2009 and the Chamber of Commerce awarded them regional Community Enterprise of the Year, 2010.

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About David-Joseph Brown

Serial entrepreneur David-Joseph Brown is a co-founder of Ve Interactive and serves as its CEO. He brings a strong media, technology and corporate background to the table, as well as extensive international experience, previously co founding Serious, a digital publishing company, which operated across Europe, Asia and America. During this ten year period he also served on Executive boards in six countries. He has already directed launches of seven international Ve Interactive offices within the past two years.

David currently serves on a number of Executive boards and holds three Chairman positions across two investment companies and an online wine business.

At the Conservative Party conference in 2011, David had policy recommendations included in Enterprise Nation's Small Business Report. Recently he won a Bronze Medal in the 2012 Stevie® International Business Awards for 'Software Executive of the Year' and prides himself on his 'not-for-profit' commitments.

"David Brown is one of my favourite UK entrepreneurs" - Emma Jones MBE, Founder of Enterprise Nation and Co Founder of StartUp Britain

About Kathy Heslop

Kathy has invested more than 10 years achieving strategic business goals through high impact marketing and PR initiatives and has an understanding of how effective communications can impact an organisation. Prior to Ve Interactive, Kathy was a co-founder of the digital publishing company Serious where she worked for over eight years, based out of New York City.

Kathy made the jump to PR from licensing and merchandising and has a track record of successfully developing markets via PR and Communications. In addition to her current role as Director of Communications, Kathy has been responsible for Ve Interactive's many industry awards and nominations,

and for developing the company's Corporate Social Responsibility programme. She also sits on the board of directors of the designer makers, Tree Couture Ltd and is a fellow of The Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA).

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