

# Abacus e-Media appoints new Managing Director

Submitted by: Abacus e-media

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On April 11th Abacus announced the appointment of Al Bird in the role of Managing Director. Al will be working with Steve Feigen, the founder and CEO, and will gradually assume responsibility for the day to day management of the Company. Abacus announced that Steve will continue to be employed by the business as CEO and will support AL in his new role.

Al was formerly Consultancy Director then Managing Director at KnowledgePool, Europe's leading managed learning services provider, helping clients including Lloyds Banking Group, Virgin Media and Ford to improve employee engagement and productivity with innovative learning technologies. Al led the business through rapid growth and successful private equity sale and integration into Capita Plc. Prior to KnowledgePool, Al was Business Development Director for Accenture's HR & Learning BPO Services division working with clients including Unilever, HSBC, BT and Sky.

Al commented "I am excited to be joining one of the most innovative companies in a vibrant sector. Abacus has a great track record of helping its media, publishing, membership and public sector clients to successfully develop their digital strategies".

Abacus chairman Martin Durham " We are delighted that Al has decided to join Abacus, working closely with Steve Feigen, in this important new role. The board is confident that the combination of very relevant experience at Knowledgepool and Capita combined with the energy and commitment he has brought to his career to date will help us to extend our growth trajectory and further establish Abacus as the market leader in its sector".

Abacus provides Experience Management, Audience Development and CMS Services and Solutions to the media and membership sectors, and is also a long term supplier to the Public Sector of CMS and Applicant Tracking systems.