Zen Internet appoints new Wholesale managing director

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Will head up division created in 2016

Zen Internet has appointed Dave Hudson as managing director of its Wholesale division. Dave brings with him over 25 years' experience in the telecoms industry with businesses ranging from large corporations to small start-ups, as well as considerable experience in the public sector.

The move is the culmination of Zen's strategy to establish a separate Wholesale division within the business, and enables a greater focus on specific goals and objectives, as well as providing a unique service to wholesale customers. Zen's wholesale customers consume Layer 2 and managed wholesale broadband connectivity services via the company's own extensive network reach of over 400 on-net exchanges.

A part of growing the division, one of Dave's immediate goals is increasing awareness of Zen in the wholesale space: "Zen has a long and significant track record of being a very credible player, particularly through its technical leadership and the quality of its people, and this is one way we can really differentiate ourselves. We're also at a scale where customers have direct access to our experts as well as significant influence over our roadmap."

When asked what he will bring to the role, Dave replied: "I've a good understanding of the sector. I'm also experienced with working on developing start-up businesses, and that's how I see Zen Wholesale. We need to have the mentality of a start-up, because what we're doing is new for Zen. We want to put Zen on the map in the wholesale space and we have the skills and the infrastructure to become a major player, but I also want customers to see us as real enablers for their success and beyond just the technology."

Dave sees an exciting and ever-changing future for the wholesale market, explaining that, "I believe we're about to see another revolution in broadband connectivity. The next few years will see much wider adoption of ultrafast technologies such as FTTP and G.Fast, while FTTC will replace ADSL in becoming the 'norm'."

"This next era of broadband will be very bandwidth hungry and place big demands on networks and infrastructure. Zen is well prepared as ultrafast becomes the mainstream – not only do we have access to these ultrafast technologies, but we've already invested in and have the core network that is ready for them now."

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Editor's Notes

Zen Internet is a telecommunications and internet service provider (ISP), providing a full range of data, voice, hosting and infrastructure services to homes and businesses across the UK.

Zen provides its customers with the capabilities they need to communicate, collaborate and thrive in a highly-connected world, all supported by a highly robust and resilient independent network.

The company delivers excellent customer service and technical support. Zen has won many awards for excellent services including PC Pro's Best Internet Service Provider, the UK IT Industry Award for Services Company of the Year, a UK Customer Experience Silver Award for Technology & Telecoms, and was recently named a Which? Recommended Provider for Broadband Services.

Zen also provides business-grade broadband, Ethernet and data services for a wide range of large business and corporate customers.

Zen Internet employs more than 400 staff and last year (2016) generated revenues of £57m.

Zen is a Sunday Times 100 Best Companies To Work For.