

# Mark Mitchinson joins XL Communications as non-Executive Director

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- Wellbeing Executives founder and former VP of Samsung joins board of PR Consultancy to drive growth

30th May, 2018 – LONDON: XL Communications (<https://www.xl-comms.com>) has appointed Mark Mitchinson, the founder of Wellbeing Executives and former VP of Samsung and Huawei, as a non-executive director to help support the PR consultancy's next phase of growth and development.

Mitchinson joins the board of the company with immediate effect. He will support the management team in driving sustainable growth in the telecommunications and technology sectors, whilst being instrumental in supporting the development of the team at the consultancy.

"XL Communications is already providing outstanding communications consultancy services for a broad range of loyal clients," comments Mitchinson. "I aim to support the management team to extend their services to a wider range of companies, helping to showcase the creativity and agility that the team at XL Communications offers."

XL Communications has worked for a wide range of blue-chip organisations including Nokia, Garmin, The UK Government, U-Switch, ViewSonic, Clarion, LexisNexis and CPA Global. To date the company has grown largely through word of mouth and reputation. The consultancy has delivered a first class communications strategy and campaigns for several companies in the run up to successful acquisitions.

Chris Bignell, Managing Director of XL Communications comments: "Mark's reputation within the mobile sector and beyond is outstanding. He was central to building the market leading position that Samsung enjoys in the mobile market in Europe today and has vast experience in every area of the mobile industry as well as running a well established and highly successful coaching and mentoring business. As mobile data technologies facilitate a new range of opportunities to connect people and things, Mark's expertise and leadership will help XL Communications build a communications consultancy fit for the future."

XL Communications' recent campaigns have included helping Planet Computers (<http://www.planetcom.co.uk>) launch the innovative Gemini PDA device – supporting the company's incredibly popular crowd-funding campaign on Indiegogo and devising a campaign for CPA Global (<http://www.cpaglobal.com>) to celebrate the role of women innovators on World IP Day 2018 (<http://www.wipo.int/ip-outreach/en/ipday/>). The appointment of Mark Mitchinson comes on the back of recent account wins with innovative tech companies Sparta Global and Metaboards.

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About XL Communications

Based in London and the M3-M4 corridor, XL Communications is a high impact communications consultancy that helps technology companies build a unique and relevant voice in a crowded market. The company has worked with some of the largest technology companies in the world as well as a number of start-ups that

have achieved significant growth, revenue and market share.

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