

# Fruugo appoints Tony Preedy as Chief Commercial Officer to develop and execute its global e-commerce growth strategy

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Fruugo ([www.Fruugo.com](http://www.Fruugo.com)), the e-Commerce technology and global marketplace business, today announces that it has appointed Tony Preedy to the role of Chief Commercial Officer. Tony was previously Director of Marketing & International Development for Lakeland, the multi-channel Kitchenware retailer ([www.lakeland.co.uk](http://www.lakeland.co.uk)).

Commenting on his appointment, Tony said, "Fruugo is an extraordinary business with powerful and unique technology that enables millions of customers across the world to find and buy products in their own language and own currency. I am delighted to have joined this fast-growing e-Commerce business at such an exciting time and am looking forward to helping thousands of retailers reach new international customers".

Dominic Allonby, Chief Executive of Fruugo adds, "Fruugo has grown rapidly in recent years and we are now selling over 17 million items in 32 different countries, in 17 languages, supporting 22 different payment methods. Our sales have doubled each year for four years, yet this is just the beginning of what is possible. I am looking forward to working with Tony and the rest of the Fruugo team to serve more customers in more countries with a growing range of quality products."

Mike Hancox, Chairman of Fruugo said, "Fruugo is an early stage technology business with huge potential. Responding to investor demand, shareholders are currently engaged in third stage fundraising, to extend the number of markets Fruugo operates in and further invest in its unique e-commerce platform. These moves will further extend its competitive advantage in the fast-moving e-commerce technology sector."

## About Fruugo

Fruugo.com is an e-commerce marketplace business that makes it easy for retailers to sell their products internationally. Using Fruugo's unique and proprietary e-commerce technology, customers can purchase from global retailers in their own preferred language, currency and payment method. Fruugo has grown considerably in recent years, now working with hundreds of retailers from all over the world that wish to trade globally. Its largest markets outside the UK are the USA, Australia, the Nordic Countries, Europe and Russia. Fruugo also licences its technology to brands looking to accelerate their international e-Commerce business. Fruugo is the largest privately-owned e-Commerce Marketplace business in Europe and has its UK headquarters in Ulverston, Cumbria, in the South of the English Lake District, with offices in Spain, Germany, and Texas in the USA.

## About Tony Preedy

Tony Preedy has over 25 years of Home Shopping and e-Commerce Marketing experience. For the past ten years Tony was Director of Marketing and International Development at Lakeland, the kitchenware retailer with a substantial international home shopping business and stores in the UK, Middle East and Australia. He previously held senior Marketing roles at Otto Group, the largest Home Shopping company in Europe, and

Shop Direct Group, the largest Home Shopping company in the UK.

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