

# Business professional is new COO at BriefYourMarket.com

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Derby-based BriefYourMarket.com (<http://www.briefyourmarket.com/overview.htm>) is taking its next steps towards 'hyper growth' by appointing senior strategy, & business development professional Derek Findlayson as its Chief Operating Officer.

The multi-channel marketing business, which specialises in integrated and targeted customer communications through preference-based newsletters, emails, as well as SMS, Direct mail, letters and surveys has appointed Findlayson as they announce their Hyper Growth status, as identified by the government-backed Growth Accelerator programme.

Findlayson has over 25 years fast paced business growth experience, with a proven track record of successfully leading and driving major change in SME organisations. He joins from global insurance and financial services business SSP where he was Commercial Strategy & Proposition Director.

As COO, Derek's responsibilities span all aspects of the day to day operations of the business, including sales, customer service & support, proposition development, marketing, finance, business reporting and HR - alongside strategic business planning.

Commenting on his new role, Derek says: "I first became aware of BriefYourMarket.com three years ago and I was immediately impressed with the focus on the customer and the way its entire proposition, ethos and approach to driving innovation was integrated into giving the customer what they wanted and needed.

"I felt an immediate synergy with the vision of the business. We have a fresh & vibrant team who are willing and eager to grow and develop, and they are always looking for ways to improve our business. Most importantly they want to do the right things for their customers and if you've got those base attributes then it's a great starting point for growth.

BriefYourMarket.com's growth intentions have been spelled out after it hired 20 employees in the last quarter, taking the total to 52, with a further 6 positions currently in recruitment and 6 more filled positions awaiting starting with the company.

Derek adds: "I'm delighted to have been given the opportunity to join and help take one of the fastest growing businesses in the UK to the next level of its development.

"The experiences and insights I have been fortunate enough to have gained in working with a range of Global, SME and Venture Capital backed businesses in the insurance and software sectors will be a real asset in working with our teams to develop them to take the company forward to the next level and beyond, bringing to life the exciting vision we have for Briefyourmarket.com.

"Through the conversations we have been having we are already seeing that our unique customer proposition has real relevance across an array of market sectors which is now seeing us expand our horizons even further beyond the rapidly growing presence we have already established in the property, insurance, financial services, hospitality & leisure market segments.

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