

Tech entrepreneur Mel Morris makes major investment in BriefYourMarket.com

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Derby-based BriefYourMarket.com (<http://www.briefyourmarket.com>) creators of automated marketing and communications software, has confirmed that Mel Morris, the software entrepreneur behind a string of successful businesses, including King, (the developers of Candy Crush) has made a "significant" investment in the business as it aims to scale up its activities.

The exact amount is undisclosed but is a "seven-figure sum" to boost working capital and allow the firm, which has taken on over 30 employees in the last quarter alone, to further develop their software, systems and market penetration, as they seek further growth.

BriefYourMarket.com specialises in integrated and targeted customer communications through preference-based newsletters and emails, as well as SMS, Direct Mail, letters and surveys. In late 2014 it was named within the Deloitte Fast50 where they were ranked 5th, followed by 33rd in the Fast500 EMEA.

Rick Palmer, Chief Executive Officer at BriefYourMarket.com said:

"This investment is a major step-change for the business. Although the financial investment is of course welcome, we need to be able to leverage it to the best effect. Mel has a fantastic ability and the experience to do just that, with a track record of creating efficient, streamlined businesses that perform exceptionally and create real value for their customers.

"We have been fortunate to have benefited from Mel's mentoring for a number of years and now we are in the right place to really make strides and change the marketing game for many businesses by using technology in an intelligent way."

Speaking about his investment and involvement with BriefYourMarket.com, Mel Morris said:

"BriefYourMarket.com is an exciting business with a scalable model that harnesses the power of technology and software to great effect in terms of marketing. It is a high growth firm and I'm confident that I can help the team to fulfil the huge potential it clearly has."

BriefYourMarket.com has also been identified as having "Hyper Growth" status by the government backed Growth Accelerator programme. High growth is usually defined as a 20 per cent rise in turnover or headcount for three consecutive years, whereas "Hyper Growth" businesses are GrowthAccelerator clients that have achieved this level of growth in just one year.

Rick Palmer adds: "This is a very exciting time for the team and with Mel's investment we will take one of the fastest growing businesses in the UK to the next level of its development. At our core we are a technology company that is harnessing our skills to deliver a marketing solution. It is viable for any business, from the local golf club to multi-nationals.

With this investment we can 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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Notes:

BriefYourMarket is a powerful new marketing tool that lets you communicate with all your clients quickly and easily. BriefYourMarket gives you the power to send "intelligent Newsletters" via email that match the individual interests of every client.

With our unique Smart-filter your clients will automatically receive an individually tailored newsletter containing the news items, special offers and marketing messages that match their personal profile. Your clients will only receive information that is truly relevant to them – keeping your readership rates high.

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