

Bigmouthmedia appoints International Sales and Marketing Director



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Press Release Summary: Bigmouthmedia appoints David Hardy as the search marketing group's International Sales and Marketing Director

Press Release Body: **David Hardy** has joined **bigmouthmedia** as the search marketing group's **International Sales and Marketing Director**.

Stepping into a key strategic and operational post, Hardy will play a lead role in the delivery of the group's growth and expansion programme. Charged with strengthening the company's sales and marketing operations across 13 international offices, Marks & Spencer Money's former Head of Online Marketing and Ecommerce expects to hit the ground running.

"It's a tremendously exciting time to be joining bigmouthmedia. This is an industry-leading company that operates in a constantly shifting marketplace, and every day brings a fresh set of challenges," said Hardy. "That generates the kind of pace and atmosphere it's impossible to avoid getting caught up in."

Prior to his stint driving Marks & Spencer Money's highly successful ecommerce strategy, Hardy served as Online Retailing and Marketing

Director at Hilton Hotels International. A highly experienced marketing professional, he previously occupied senior roles at American Airlines and HSBC.

"After over 13 years client side this is my first role with an agency - I was convinced to cross the line because of the strengths of the bigmouthmedia operation and its plans for the future," added Hardy.

*"After several years working with **bigmouthmedia** as a client I'm in a good position to know this. Whilst the view is slightly different on the agency side, it's an exciting and dynamic time to be in e-commerce irrespective of whether you're an agency or client, and I'm fortunate to be in a position to see both perspectives."*

Bigmouthmedia Group CEO Steve Leach added: *"We're delighted to be working with David. He brings a wealth of international business experience to the senior management team that I'm confident will deliver real benefits as we continue to drive the group forward."*

About

bigmouthmedia

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff located across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: [Search engine optimisation](#), PPC, Online Media Planning, [Affiliate marketing](#), Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily [digital marketing news](#) to ensure clients are fully informed and aware of all industry developments.

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