

# Bigmouthmedia appoints new Chief Operations Officer



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## **Press Release Summary: Bigmouthmedia has announced the appointment of Lyndsay Menzies as its new Chief Operations Officer**

Press Release Body: **Bigmouthmedia**, Europe's largest independent digital marketing agency, has announced the appointment of **Lyndsay Menzies to Chief Operations Officer (COO)**.

Stepping into a key group role, Menzies takes top-level operational control across the agency's ten international territories. Responsible for driving the continued integration of **bigmouthmedia**, she will also oversee an anticipated expansion of operations following bigmouthmedia's planned 2009 growth programme.

*"As the company continues to grow, ensuring that each new acquisition successfully dovetails with the existing offices requires a dynamic leader capable of implementing best practice across the group, driving synergies and maximising the benefits of our international footprint,"* said **Steve Leach, Group CEO**.

Having identified the requirement for a COO, **bigmouthmedia's** board initially ran a pan-European search for potential recruits, but quickly identified Menzies as the outstanding candidate.

*"It pays to keep a winning team together and, having worked with Lyndsay for over ten years, I have first-hand experience of her tenacious attention to detail and refusal to rest before a job is done. Under her management, bigmouthmedia UK has consistently outperformed expectations, and I am delighted that she will now be bringing her unique mix of passion and expertise to this important international role,"* added **Leach**.

The promotion to COO follows Menzies successful tenure as Managing Director of **bigmouthmedia** UK, during which she has driven four consecutive years of exponential growth and seen the company named Britain's fifth most rapidly growing firm in Deloitte's Fast 50 Awards. Prior to taking up the role in 2004 she was the agency's Operation Director, having joined in 1998.

*"I'm looking forward to this challenge, particularly at a time when the economic situation is throwing up a whole new set of opportunities and obstacles. I'll be working hard to ensure that the group's international footprint and increasing cultural diversity are fully exploited, and am delighted that I will be taking a senior role in the company's aggressive plans for acquisitions and growth,"* said Menzies.

*"As bigmouthmedia expands into new territories the heads of our international offices will be coping with many of the same issues we once faced in the UK, and that experience should allow me to provide them the support they need to progress,"* said Menzies.

#### **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.

Leading the digital marketing strategies of a third of the UK's most trusted brands, bigmouthmedia services over 300 big-brand customers globally including: Adidas, Hilton, British Airways, Tesco, Aer Lingus, BP, Barclays, Castrol, Conrad International, Dorling Kindersley, Early Learning Centre, Fasthosts, Jumeirah, Canon, Samsung, Starbucks, Top Man, Debenhams, Which?, Lacoste, Euler Hermes and Wall Street Institute.

**Web Site:** <http://www.bigmouthmedia.com/>

#### **Contact Details: PR Contact:**

**Iain Bruce**

**Media Strategist**

**bigmouthmedia**

**51 Timberbush**

**Edinburgh**

**EH6 6QH**

**(44) 131 555 4848**

[www.bigmouthmedia.com](http://www.bigmouthmedia.com)