

Bigmouthmedia attracts new people person



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Industry: [Marketing](#)

Press Release Summary: Bigmouthmedia appoint Nicola McGouldrick as Head of Human Resources as part of its strategy for continued growth

Press Release Body: As part of its strategy for continued growth, **bigmouthmedia** has appointed **Nicola McGouldrick as Head of Human Resources.**

A talented HR professional whose past experience includes working for major international brands such as **Gap and Arcadia**, Nicola joins the company from the **Global Electronics Manufacturing Organisation**, where she had a wide-ranging employee relations role that built on her existing expertise as a specialist in employee learning and development.

"I'm very excited at the opportunity to work with a dynamic brand like [bigmouthmedia](#). It's an award-winning, energetic, forward-thinking company and I'm looking forward to developing the capability of the bigmouthmedia team to enable continued growth and success," said Nicola.

*"**Bigmouthmedia** is already one of the **FT best places to work in the country**. It's common knowledge that demand far outweighs supply of good candidates in the [digital marketing](#) sector which means the areas like the bigmouthmedia academy, our graduate scheme and*

staff retention policies are crucial to attract and retain the best people in the industry. These areas will be a key focus for me moving forward", She added.

Judged one of Britain's finest workplaces in the **Financial Times' Best Place To Work Awards**, a string of high-profile client wins and an expanding service portfolio saw **bigmouthmedia**'s pool of talented employees grow by over 30% last year. Staff numbers are on target for an even greater rate of growth in 2008.

UK Managing Director Lyndsay Menzies commented: *"Having a team of happy, focused and motivated people has been a key factor in bigmouthmedia's success and it is crucial we maintain that atmosphere. With continued growth of our existing search business and further expansion of our [display advertising](#), affiliate and copywriting services we expect staff numbers across our offices to double over the next 12 months.*

"I'm delighted that Nicola has joined us and look forward to seeing her exciting and innovative ideas put into practice."

Notes to Editor:

About

bigmouthmedia

Founded in 1997, bigmouthmedia are leaders in digital marketing, with a team of over 200 staff across 13 offices in 10 countries on 3 continents the company maximizes return and 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 services big-brand customers globally including: Adidas, Hilton, British Airways, Tesco, Aer Lingus, BP, Barclays, Castrol, Conrad International, Dorling Kindersley, Early Learning Centre, easyCar, Fasthosts, Jumeirah, Canon, Samsung, Starbucks, Top Man, Debenhams, Which?, Lacoste, Euler Hermes and Wall Street Institute.

Bigmouthmedia is a Deloitte Fast Growth winner and a 2007 FT Best Place to Work. 2007 saw the company celebrate its tenth anniversary and global CEO Steve Leach celebrated a unique hat-trick of major business awards; UK Entrepreneur of the Year title at the National Business Awards and National

Business Awards for Scotland, as well as UK Entrepreneur of the Year at the prestigious CBI-backed Growing Business Awards.

www.bigmouthmedia.com

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