

# News Release

## **New Marketing Expertise at Mondial Assistance**

Leading assistance and customer care organisation, Mondial has appointed Simon Kirby as Marketing Manager.

Simon has been a valuable member of Mondial's Sales & Marketing team for the past eight years during which time he has gained a wealth of experience working closely with and supporting a number of Blue-chip clients including BMW Group.

Kirby will be responsible for all aspects of Mondial's customer marketing activity, with a particular focus on increasing profitability for its clients through renewals. This key aspect will see Simon taking a more active role with existing and prospective clients across all areas of the business.

Comments Kirby: "Mondial believes in working in complete partnership with its clients to grow their business and increase customer satisfaction. A successful marketing strategy is a vital element. I am very excited to be taking on this new role and look forward to the challenges and opportunities that lie ahead."

Mike Webb, CEO of Mondial comments: "Simon's wealth of experience and in particular managing the BMW programme will prove invaluable in his new position. He is ideally placed to build upon the excellent work and achievements of our Marketing team in recent years."

ENDS

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### ***Note to Editors***

The Mondial Assistance Group, part of the world's largest insurance company Allianz of Germany, provides customer care contact to over 200 million individuals world-wide. Many of the world's leading blue-chip organisations benefit from Mondial Group services each year, ranging from Motor Assistance, Customer Information and Care Contact, Marketing Programmes, Fulfilment, Breakdown and Accident Management, Warranty Services, Travel Insurance and Assistance, Property Assistance and Advice Lines.

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