

28 September 2009

**The IT Job Board appoints new Head of Marketing
– Jamie Bowler joins leading job board, and will continue
to develop the company's brand –**

The IT Job Board, www.theitjobboard.co.uk, the UK's biggest IT jobs site, has appointed Jamie Bowler as the company's new head of marketing. Bowler replaces Teresa Sperti, who has moved back to Australia, after a two-year stint in the UK.

In his new role, Bowler will be responsible for continuing to build the company's brand, through online and offline activities. He will also develop and support the expansion of The IT Job Board's non-UK territories. And, he will work to drive distribution through existing and new marketing channels.

Bowler comes with vast marketing experience; prior to starting at The IT Job Board, he was head of marketing for my-wardrobe.com, where he was responsible for all aspects of the marketing mix. Before that, he was marketing director and a Board member for Mobyko.com, a direct to consumer online mobile address book service, where he coordinated cross-channel activity, including PR, SEM, affiliate, media and partnerships. He has also held roles with British Telecom and Expedia.co.uk.

Commenting on the appointment, Pete Healey, European sales director at The IT Job Board, said: "Jamie is an experienced and passionate marketer, and brings vast experience. We firmly believe that he will play a central role in the company's planned growth."

Jamie Bowler added: "The IT Job Board is part of an evolving sector, and one which – I believe – will begin to see rapid growth as we come out of the recession. I am excited about the challenges that lie ahead and thrilled to be working on such a strong and dynamic brand."

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Notes to editors

About The IT Job Board:

The IT Job Board group of companies was set up in April 2002 in recognition that recruitment in the IT sector was increasingly dominated by the internet.

Online technology enables sophisticated targeting – for example by skill, region or experience – of www.theitjobboard.co.uk's database of 800,000 IT professionals. The IT Job Board always tries to get closer to candidates either via planned content campaigns, or through the use of social networks.

The site also offers employers services such as branded job postings, a featured employer zone, targeted email campaigns and guidance on advertising copy. The managed campaign service filters responses to provide companies with a shortlist of applicants most suitable for the advertised position.

www.theitjobboard.co.uk's clients include Bloomberg, The NHS, Axiom, Musto and GCHQ.

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