



For immediate release  
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## **Ex-Vodafone manager joins Dynmark**

Leading mobile messaging company, Dynmark International has announced the appointment of Andrew Bowen as Operations Director.

A former Vodafone Product Manager, he enjoyed roles at the mobile network operator in developing new business in support of mobile data solutions

Andrew was a pioneer of the Vodafone Wholesale and Premium Text services. He invented Vodafone's widely praised anti-spamming solution, Vspam, which served to protect the consumer from fraudulent activity and enhance the Vodafone brand, and also helped quadruple the capacity of Big Brother style TV voting.

Most recently Andrew was involved in supporting the integration of Vodafone's mobile connectivity into corporate applications, mobile email services and mobile text interaction, improving support to end customers.

Andrew said, "my move to Dynmark reflects a belief in the continued buoyancy of the organisation-to-mobile opportunity, and in Dynmark to be a nimble and reactive provider of the appropriate business solutions, capable of serious growth and in tune with the market."

Andrew joins Dynmark as Operations Director to support in securing new business and enhance the operational infrastructure of the business.

-Ends -

### **Notes to editors**

1. **Dynmark International Limited** is the UK's leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions. Dynmark's range of products include e-txt™ message manager, winner of the New Product Award at the DMBusiness/ International Direct Marketing Fair (IDMF).
2. **e-txt™(e-text)** is a powerful bulk SMS text message management and distribution system which resembles popular email applications. But unlike email, it allows PC users to send and receive bulk SMS text messages, set up SMS text campaigns, publish mobile internet sites and set-up email, amongst other functionality.

### **Further information**

Mark Hawkins  
Dynmark International Limited  
Tel: +44 (0)1242 257955

[Mark@dynmark.com](mailto:Mark@dynmark.com)  
[www.dynmark.com](http://www.dynmark.com)  
[www.e-txt.co.uk](http://www.e-txt.co.uk)