

For further information contact:  
Becky Martin-Jones/Sara Lewis  
[www.ascentpr.co.uk](http://www.ascentpr.co.uk)  
T. 01454 629741  
Dynmark@ascentpr.co.uk

### **Key senior appointment strengthens Dynmark's management team.**

**02 June 2011** – Mobile Messaging and marketing specialist Dynmark International is today announcing a key senior appointment to play a strategic role in the company's rapid expansion.

Paul Putman has been appointed as managing director of Dynmark's UK office. He brings with him extensive experience of sales and marketing, EMEA channels and global strategic and outsourcing, having spent time heading up these respective divisions at Symantec Cloud/Messagelabs, - a pioneer in SaaS and cloud services - over a nine year tenure. During this time he was intimately involved in the stellar revenue growth leading to one of the UKs largest tech trade sales in history.

In his new role, Paul will be responsible for managing all aspects of the business, which offers mobile marketing consultancy, bulk SMS software and app development to customers including the Carphone Warehouse, Best Buy Europe, Yodel, Gala Coral and Talk Talk. Dynmark has also recently expanded its team and moved into larger premises following an 83 percent increase in sales over the past year.

Oscar Jenkins, founder and CEO of Dynmark International says, "This is a strategic appointment for us and I am pleased we have secured someone of Paul's calibre and reputation.

"Paul not only has extensive experience and knowledge of the messaging and SaaS markets, but he is also very passionate and determined to expand our business further.

"His track record of taking a tech firm from an immature to mature status and driving profits is exemplary and I look forward to seeing the positive impact his participation will have on every aspect of Dynmark's activity."

Jenkins continues, "We have a number of exciting developments to launch in the near future, as well as continuing to offer our customers the benefit of our existing products and

consultancy to further their own business objectives. I know Paul has the necessary skill to oversee these activities as well as the development and direction of the highly skilled team we already have on board.”

Paul comments, ““As managing director I am looking forward to engaging the Dynmark team to enhance its overall competency to rapidly grow, capitalising on the opportunity that the mobile messaging market represents. Dynmark is well placed to access this market with its current robust platform, integration options and future road-mapped services. Fulfilling and facilitating the move to IP messaging to provide businesses new and real ways to increase customer intimacy, communication and marketing. It’s a real chance to be a key player in the next stage of mobile messaging”

“Dynmark has a fantastic culture and I can only hope to enhance and nurture this. I’m delighted to have joined Dynmark, a company whose products, innovation and passion I admire, and which I believe I can drive to the full extent of its potential..”

ENDS

#### About Dynmark International

Dynmark is a mobile messaging specialist. The company works with leading clients to deliver dynamic mobile marketing solutions using its own state-of-the-art high volume, multi-channel messaging platform. Users can control their own customer mobile interaction using Dynmark Direct’s web-based services, or utilise the strategic full-service mobile marketing agency offering, via its agency, Dynmark Mobile.

Dynmark also offers a mobile apps development service, Dynmark Apps, which develops bespoke mobile apps on all mobile operating systems; iOS, Android, RIM, Symbian and Windows Mobile.

Customers include household names like the Carphone Warehouse, Talk Talk, AOL, Geek Squad, Yodel, Tesco, Sainsbury, Argos, Amazon, Eurotunnel and Gala Coral.

For more information visit: [www.dynmark.com](http://www.dynmark.com)