

20 DECEMBER 2012

## BROADBANDCHOICES.CO.UK APPOINTS TOBIN IRELAND AS CHAIRMAN

[broadbandchoices.co.uk](http://broadbandchoices.co.uk), the UK's leading Ofcom-accredited comparison site for switching broadband, phone and digital TV services, today announced the appointment of [Tobin Ireland](#) as Chairman of its Board.

The appointment, which is effective immediately, rounds off an eventful year for the switching site. The business was named one of the UK's fastest growing companies for the second year running, in this year's Tech Track 100 Awards and in August it secured funding of £10 million from UK bank-backed SME investor, Business Growth Fund. The business also launched 3 European sites (Comparaiso.es, Letamis.fr and Schlaubi.de) and on this coming Boxing Day, will begin its first national television advertising campaign as it seeks to build its UK brand awareness in 2013.

Tobin has over 20 years experience in the European TMT sector and has served as the Commercial Director of BSkyB, the Chief Marketing Officer of AOL Europe, and the Global Commercial Development Director of Vodafone. He is also an active investor and advisor to early stage companies in the mobile internet space and has sat on the Boards of Vouchercloud, Amobee, Finsphere, eHarmony and Green Man Gaming.

### **Michael Phillips, managing director of broadbandchoices.co.uk commented:**

"2012 has been a hugely successful year for our business and we are keen to maintain this momentum throughout 2013. Now is the right time to appoint a chairman to help propel us to the next stage in our expansion. The investment from BGF brings exciting challenges with it and a chairman of Tobin's calibre will provide invaluable board leadership and ensure rigour in our strategy so that we reach our long term goals.

"Tobin was genuinely excited about our proposition and has the right blend of experience in telecoms brand development that we were looking for – his input will help progress our European operations as well as build on our UK presence."

### **Tobin commented:**

"broadbandchoices.co.uk is at an exciting turning point in its growth cycle. They have enjoyed phenomenal success over the last seven years and have exploited the current economic gloom to turn it to their advantage. The business is now ready to implement a rigorous strategy to strengthen the portfolio of brands and scale operations. I am delighted to be on board and relishing the opportunity to be a part of this dynamic company's evolution."

## Ends

### For further information please contact:

Emily Church

PR Manager

[broadbandchoices.co.uk](http://broadbandchoices.co.uk)

020 7400 7403

### Or visit our social media pages:

[Twitter](#)

[LinkedIn](#)

[Facebook](#)

[G+](#)

[YouTube](#)

### About us:

broadbandchoices.co.uk is a rapidly growing, award winning price comparison site with over 50 staff based in central London.

We are the UK's number 1, Ofcom accredited comparison company for fixed line communications services - broadband, home phone and digital TV.

Our broadband and home phone comparison services have the much sought after Ofcom accreditation, and our spokespeople are widely quoted in the national press and broadcast media.

Our website attracts over one million visitors per month, and every month we help thousands of customers find better deals on their broadband, phone and digital TV services.

Our white label programme provides the cutting-edge technology behind some of the biggest names in the comparison market including: [Comparethemarket.com](http://Comparethemarket.com), [Confused.com](http://Confused.com) and [GoCompare.com](http://GoCompare.com).