

Atlas Interactive Set for Growth



International learning and skills provider Atlas Interactive has appointed a new head of global marketing to spearhead its international marketing strategy as it embarks on an ambitious growth plan. Simone Barnett joins at a pivotal time for the company as it initiates a move into new geographic locations and market sectors.

Atlas Interactive has experienced rapid growth in its business following private equity investment from HG Capital PLC in 2007. Revenue in the last year has increased by over 20%, with correspondingly strong profit growth and further sales expansion expected in 2011.

Based at the company's headquarters in Aberdeen, the new position will see Barnett build on Atlas' market leading position in the UK and devise strategic market initiatives to strengthen the company's position within key international markets including EMEA, Asia Pac and the Americas.

The former director of AVC Creative, who holds an MBA from RGU Business School, said: "With the recent expansion of our Abu Dhabi operation among other ongoing initiatives these are exciting times for Atlas. Marketing and New Product Development has a lead role in defining and delivering the next phase of growth for the company and I am looking forward to driving this forward."

Barnett will be supported by Michelle Farquhar who after ten years with the company has been promoted to the post of marketing executive and will be responsible for the marketing plan, events and exhibition management.

Atlas' chief executive officer John Rowley said: "We are pleased to welcome Simone to the company as we enter another period of development and growth. Her marketing expertise is absolutely invaluable, particularly as we work hard to continue our international expansion, consolidating on the achievements made in the global marketplace in recent years."

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