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Airtel-Vodafone appoints new Marketing Executive

Airtel-Vodafone has appointed Caity Hutchison as Marketing Executive.

Her role will be to assist in advertising and marketing campaigns, product launches and brand development across the Channel Islands.

Peter Zunino, Airtel-Vodafone's Head of Marketing, said: "We are delighted to have somebody of Caity's experience joining our marketing team. Her addition will contribute to our growth and development as we prepare for an exciting time ahead with the launch of our 4G services."

Caity is a professionally qualified marketer with an advertising agency background. She has significant experience of integrated communications across traditional and digital platforms, having worked for some of the Channel Islands and her home country of South Africa's most recognised marketing agencies.

Caity said: "It's every marketer's dream to work on a globally recognised brand and now I have the opportunity to work with two. I look forward to bringing my agency skills and knowledge of the industry and marketing landscape to the role. Airtel-Vodafone has a great team that continue to bring value and innovation to the Channel Islands".

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Notes for editors:

Picture: Caity Hutchison

About Airtel-Vodafone

Airtel-Vodafone is a partnership between two of the world's leading telecoms companies that have come together to provide the Channel Islands best value network.

Airtel: one of the fastest-growing mobile companies in the world, operating in over 20 countries in Africa and Asia. As at October 2012, Airtel is rated as the world's 4th largest mobile operator by subscribers

Vodafone Group: the largest mobile community in the world, operating in more than 60 countries with more than 400 million customers worldwide.

Airtel-Vodafone brings the combined expertise of these two world-class mobile phone companies to the Channel Islands, giving Islanders the opportunity to benefit from great value mobile communications backed up by a truly global network.