

P R E S S R E L E A S E

Melcrum appoints new UK Managing Director

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- Industry heavyweight brings expertise
- Supports ambitious growth objectives

Melcrum, specialists in [internal communication research](#) and [training](#), has appointed Simon Abrams as UK managing director. Abrams joined Melcrum in July 2009 as commercial director, since when revenue has grown significantly.

Previously Abrams was with Risk Waters for 7 years where he was responsible for the risk management and technology division at Incisive Media. In 2004 he took over management of Risk's Asian business and became regional director for Asia. During the following two-year period, he grew the business from 6 people to over 80 staff to become one of the largest financial information businesses in the world.

Says Abrams, 'I'm looking forward to working with Melcrum's fantastically talented people to help the company build on its success and unlock its undoubted potential. We have a real opportunity to transform the [internal communications](#) communities' ability to drive business performance'.

Melcrum's co-founder and group managing director, Robin Crumby, says 'Simon has made a real impact on Melcrum over the past year and his appointment as UK managing director marks a new phase in our ambitious plans for growth, allowing the founders to focus on new markets and opportunities for Melcrum.'

During his 14 year career, Abrams has led business information operations at Euromoney Institutional Investor, Risk Waters Group and Incisive Media and been based in London, Hong Kong, and New York. He has extensive experience in the sale and marketing of digital, print, event and research-based products and services in a variety of sectors including the financial, legal and energy markets.

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About Melcrum

Melcrum, a privately held research and training business, is the leading authority on best practice, emerging trends and strategy in internal communication. Melcrum advises internal [communication leaders](#) at 69% of the Global Fortune 100 largest organizations and 84% of the FTSE 100. Through independent research and executive education, Melcrum helps [internal communicators](#) achieve the

rewards and recognition they deserve.

With global networks and offices in the UK, US and Australia, Melcrum researchers and editors spend their time meeting and talking to practitioners to find out where the best work gets done. Melcrum makes these tools, techniques, and case studies available to its members through publications, research, events, forums and web sites.

Editor note: Photography of Simon Abrams available on request.
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