



PRESS RELEASE

Pocket App appoint industry expert Sally Weatherall as Non-Executive Director.

12 December 2011, London, UK - Pocket App Ltd, the full service mobile application development and marketing company, today announced the appointment of Sally Weatherall as a Non-Executive Director. Sally has vast experience in the technology and new media industry, including internet service providers, interactive mobile services, software developers and on-line agencies.

Sally Weatherall said of her appointment "I am excited to be joining the dynamic team at Pocket App – I have seen what the team have delivered in mobile over the last 10 years and see their extensive mobile knowledge as a real differentiator in the application space".

Paul Swaddle, co-founder and CEO, commented: "Pocket App is really pleased to have Sally on board, her experience in the new media and technology sectors along with her regulatory experience will add real value to the Pocket App team and help us with our continued growth."

-ENDS-

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Pocket App Social Media



About [Sally Weatherall](#)

Sally Weatherall has over fifteen years' experience working in the technology and new media industry, including internet service providers, interactive mobile services, software developers and on-line agencies. She was previously Director of International Regulatory Affairs at UUNET Technologies (formerly PIPEX) and managing director of WIN plc's New Media division managing premium rate services and broadcast media clients.

She is adviser to (and former Chair of) the Association of Interactive Media and Entertainment (AIME), a founding director of the Internet Watch Foundation and has participated in the work of various trade associations.

Sally is currently Managing Director of Strategic Brief Limited, providing consultancy services to the new media industry. A solicitor with an MBA from London Business School, and exclusive industry experience ensures Strategic Brief has a solid understanding of both regulatory requirements and commercial imperatives.

About Pocket App

The Pocket App team has over 50 years' of combined experience in the mobile industry and was formed in 2010 by three seasoned mobile entrepreneurs. Pocket App are based in London and Mumbai for account management, design and mobile consultancy, and in Kuala Lumpur for technical development. The Pocket App team pride themselves on being able to guide clients through the complexity of mobile and deliver an excellent user experience at a great price.

Pocket App are fully experienced in building mobile solutions including iPhone, Android, Blackberry and Java applications. They can also deliver mobile internet sites, augmented reality, mobile coupons, Bluetooth, QR Code, SMS, MMS, mCRM and locations based services – they work with clients to deliver within budget and to time.

[Paul Swaddle - CEO](#)



Paul Swaddle is an avid technology and gadget early adopter. Since working on the launch of the first free dial-up internet at NTL in the late nineties he has been hooked on technology. He entered the mobile industry in 2000 at Vodafone with Vizzavi in the UK. He went on to help launch Yahoo! Mobile in the UK, with Sonera Zed. Paul has worked on brands as diverse as Kellogg's Fruit Winders to Loaded magazine.

Andrew Hull - Commercial Director



Andrew is a UK entrepreneur and expert in mobile media. He has founded several companies in the Technology, Media and Telecoms sector, including Pocket Group Ltd, which provided mobile services to mobile network operators around the world such as Orange, O2, Vodafone and T-Mobile. He is a director and advisor to numerous companies, and invests in TMT and property.

Barry Sims - CTO



Barry has been delivering business critical applications using web and mobile technologies for over ten years. He's developed and managed a number of enterprise content-delivery and asset-management platforms that have powered content for partners including EMI, Samsung, Vodafone and Orange.