



GLOBAL REVIEWS APPOINTS BERTIE STEVENSON AS SALES DIRECTOR

Fast growing customer experience benchmarking firm, Global Reviews, has recruited Bertie Stevenson as Sales Director, with responsibility for growing the business in the UK. Bertie has worked in the online industry for over 6 years and was previously Head of New Business at online behavioural marketing agency, RedEye.

Global Reviews enables clients to assess their customers' experience online. It combines research into what consumers want from a website with research of the best industry websites globally to create a benchmark of best-practice. This includes hundreds of different industry specific criteria against which websites are assessed.

Adam Goodvach, Founder and Director of Global Reviews said, *"Bertie is joining the team at an exciting time. Customer experience benchmarking is taking off in the UK. Bertie brings with him many years experience in the online industry and his skills will greatly enhance our growth over the coming years."*

Bertie Stevenson, Sales Director, said, *"Global Reviews offers companies the opportunity to gain actionable insight into their customer experience online. This is not offered by anyone else in the UK. I am excited to be joining the team and look forward to strengthening its position as the provider of customer experience benchmarking in the UK."*

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Notes to Editors

Global Reviews measures and improves the customer experience of its clients with offices in Australia, New Zealand and the United Kingdom. Banking clients include HSBC, Citibank, ING Direct, National Australia Bank, and Hertz. The company also benchmarks websites across 25 non-banking industries and provides actionable recommendations to improve customer acquisition and boost retention. More information about Global Reviews is available at www.globalreviews.co.uk.