

## Global managing partner appointed to drive expansion

2 years ago



Marketing activation service provider **Team ITG** has appointed Natalie Somerville as global managing partner to drive the company's international expansion through global partnerships.

She will be tasked with growing the business overseas, overseeing new partnerships, major campaigns, and delivering Team ITG's services across global markets.

Prior to her new role, Ms Somerville held senior marketing and consulting positions across major retailers and brands such as Tesco, Camelot, B&Q, Sainsbury's and Asda, where she led on campaign strategies and forming partnerships.

The news comes following the appointment of industry veteran William Eccleshare to the board alongside a dedicated M&A drive in the US market to support key brands including Haleon, Johnson & Johnson, McDonalds, Puma, Claire's and L'Oréal.

Ms Somerville said: "I am excited to take on this new role as Global Managing Partner at Team ITG, working with our unique model of technology and creative services that we have built over many years. The culture of innovation and incredible people within the company is what stands us apart and I'm looking forward to hitting the ground running to drive the global expansion strategy. Forming strategic partnerships with key players is a crucial part of business growth and Team ITG has an excellent track record of delivering in this area."

Chief executive officer Simon Ward said: "Inspired Thinking Group is constantly looking for opportunities to expand our global presence, and we're delighted that Natalie will be driving this forward as Global Managing Partner. Having worked within Team ITG for a number of years and with her previous experience

managing marketing campaigns and partnerships with household names, this appointment bolsters our growth efforts as we continue to target new markets, partners and acquisitions across the globe. We already have a well-established global customer base, and look forward to Natalie playing a key role in expanding the reach of our technology and services over the coming years.”