



# Media Release

29 March 2016

## **CUSTOMER EXPERIENCE EXPERT FURTHER STRENGTHENS JT BOARD**

The JT Group has announced the appointment of Meriel Lenfestey as a Non-Executive Director. She is a career entrepreneur, launching her own firm, Flow Interactive Ltd, in 1997 which she grew into a market-leading consultancy firm with 50 staff and a turnover of £4m a year; helping clients to implement technology in ways which tightly fitted their customers' needs.

On the JT Board, Meriel will be specifically tasked with scrutinising, advising and guiding the company from a customer experience point-of-view. She has previously sat on the Board as a Strategic Advisor.

**JT Group Chairman, John Stares, commented:** "Meriel's skills have proved to be exceptionally useful to JT, as we make sure our customers' point-of-view sits at the same level as technological or operational matters in the Boardroom.

"So it was with real pleasure that we were able to strengthen her Board role still further with her appointment as a Non-Executive Director. I'm sure she will bring her energy, insight, and wise counsel to JT as we build the business both locally, and across the world."

**Meriel Lenfestey commented:** "Building and maintaining great relationships with customers is one of the biggest challenges facing all businesses in today's increasingly technology enabled world. Over the last two years I've enjoyed helping JT to focus on our customers' needs, enabling them to confidently embrace digital opportunities in their homes and businesses. It's a tremendously exciting time to be guiding a technology company which is investing in its local base at the same time as growing new international revenue streams. I'm looking forward to continuing to support JT on its journey, as a Non-Executive Director, in the coming years."

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## Notes to Editor

### Biography

Meriel Lenfestey has a BA (Hons) 1<sup>st</sup> Class Degree in Information Design from the University of Westminster; a Masters in Computer Related Design from the Royal College of Art; and holds The Financial Times Non-Executive Directors Diploma, a formally accredited, level 7, post graduate qualification.

### Experience

- **Aurigny Air Services Ltd.** Non-Executive Director Jan 2016 – present
- **MXC Capital Ltd**, Non-Executive Director Oct 2015 – present
- **Whitespace (JVM) Technology Fund Cell**, Chairperson & Non-Executive Director Oct 2014 – present
- **Duncan & Jordonstone College of Art & Design** External Examiner Jan 2014 – present
- **Gemserv Ltd**, Non-Executive Director Jul 2013 – present
- **Exchange Platform Solutions Ltd (Alderney)**, Non-Executive Director Dec 2012 – Feb 2013 (During acquisition by Ladbrokes) then Feb 2014 – present
- **Foolproof Ltd, Partner & Director** Jan 2011 – present
- **Flow Interactive Ltd**, Founder, Director & CEO Oct 1997 – Jan 2011
- **BBC Worldwide**, Development Producer June 1996 – Feb 1998
- **Microsoft Corporation**, Product Designer in Seattle Sept 1994 – June 1996

### Voluntary Roles

- **Start-up Guernsey**, Non-Executive Director Oct 2014 – present
- **Guernsey Chamber of Commerce ICT committee**, member Oct 2012 – July 2015
- **Ecomodo Ltd**, co-Founder & Director April 2007 – April 2015