



NOA Appoints Capita's Tom Quigley as Marketing Director

Former Head of Marketing at Capita and NOA Council Member joins NOA executive team to drive marketing strategy and international growth

The National Outsourcing Association (NOA) has appointed Tom Quigley – former head of marketing and events for Capita's Insurance & Benefits Services division – as marketing director to drive the NOA's communications programmes, overall marketing strategy and worldwide growth.

Tom brings a wealth of experience to the role, having worked in senior marketing and communications roles internationally for Capita since 2008. His addition to the NOA's executive team will be essential as the association looks to promote brand awareness internationally, and expand its presence in the UK, Europe and beyond to the benefit of NOA members and the wider outsourcing community.

"As a former representative of the NOA Council, I have spent the last year helping to shape the strategic focus of the NOA," Tom commented. "I look forward to harnessing this experience and taking it a step further as marketing director. The NOA has plenty to offer key outsourcing growth markets abroad, India and China being just two examples, and I intend to make sure that individuals, companies and governments with a vested interest in outsourcing globally are aware of this."

Kerry Hallard, CEO of the NOA, added: *"I'm absolutely thrilled that Tom has decided to come join us at the NOA. With his keen business insight and intuition for effective marketing, I am confident he will have an instant impact, and prove to be an essential part of the NOA achieving its growth ambitions. His strong pre-existing relationships within the NOA membership are, of course, an added bonus."*

More about Tom Quigley

Tom's professional career spans 29 years. He has a wealth of practitioner experience, amassed mostly in the financial services industry, of which the last six years have been spent in an outsourcing environment.

His key area of expertise is in marketing and communications, and Tom has worked on numerous transitions and transformation programmes while part of Capita, including Zurich Global Life, Friends Life, Prudential and Aviva, as well as providing consultancy services to the Ministry of Justice. In this capacity he has worked in Scotland, England, Northern Ireland and Eire, as well as the Isle of Man, Dubai and India.

Tom was most recently head of marketing, where he led a team providing full service marketing support across the Life & Pensions and Commercial Insurance sectors.

About the NOA

The National Outsourcing Association (NOA) is the leading association serving both the outsourcing professional and the global outsourcing industry. Our vision is to grow the size and positive reputation of the outsourcing industry. Our mission is to be both the home and global ambassador of world class outsourcing. www.noa.co.uk

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MEDIA ENQUIRIES

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Kerry Hallard and Tom Quigley are available for interview – please contact Jeremy Coward