

VUTURE GROUP PRESS RELEASE

MATT PARFITT TO LEAD VUTURE GROUP INVASION OF UNITED STATES

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Vuture Group (London), the award winning communications business providing innovative marketing technology to the professional services sector has appointed Matt Parfitt to run their U.S. operation based in New York.

Previously Vice-President of Business Development at Concep, Inc, Matt will be responsible for building a team to service the needs of Vuture's U.S. professional service clients as well as creating a successful marketing, business development and support business.

David Brady Group CEO comments:

"The United States represents a strategically important market for Vuture. We have been inundated with requests by US Law firms over the past year all eager to start using our technology.

Matt's understanding of professional services marketing, his technical knowhow and proven business development capabilities made him a perfect choice for the role to head our State side operations and develop our U.S. presence generally. This is part of an international growth program that is well under way. "

For the past four years Parfitt has run business development at Concep Inc working with many of the US top 200 law firms to improve their digital presence and communications.

Whilst at Concep Matt was an active member of the Legal Marketing Association (LMA) and the International Legal Technology Association (ILTA).

He brings entrepreneurial flair, technical experience and a strong business mind to building the Vuture brand and business base.

For more information

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