

PRESS RELEASE

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Tom Stevens snapped up by Radiocentre

Radiocentre, the trade body for commercial radio, has snapped up Tom Stevens as its Interim Head of Marketing.

Tom joins Radiocentre from Transport for London where he was Marketing and Communications Manager for the Tube, working on major campaigns to promote Tube improvements. Previously he was Marketing Manager for Stand Up To Cancer, the joint fundraising campaign between Cancer Research UK and Channel 4. He has also worked for Comic Relief, the London 2012 Festival, Arts Council England and Birmingham Royal Ballet.

His main projects for 2016 will be working with Lucky Generals to deliver a new Radiocentre advertising campaign and continuing to embed the new Radiocentre brand among members and agencies. He will also play a crucial role in delivering a successful annual conference and the Arqiva Commercial Radio Awards 2016 on 17 May at London's Roundhouse.

Radiocentre's Client Director, Lucy Barrett, says: "Tom brings something special to Radiocentre. He has a proven track record in planning and implementing effective marketing campaigns and events for some of our best-loved organisations in the arts and fundraising sectors."

Stevens added: "I was brought up in Hampshire on a diet of Power FM (now Capital South Coast) and Wave 105. I have always had huge confidence in the power of radio to win both hearts and minds. I hope to use the coming year to shout about the power of commercial radio more loudly than ever, and help promote it as a more effective tool for advertisers."

ENDS

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