

London, 31 January 2019

Tom Quigley to focus on the development of his own marketing business

Tom Quigley, Chief Marketing Officer at QuigleyMedia, who served as the CEO of the Emerging Europe Alliance for Business Services, Innovation and Technology, stepped down from the position on 31 January 2019.

“My involvement with Emerging Europe and its sourcing-related projects coincided with the establishment of QuigleyMedia in July 2017. Now, eighteen months later, the marketing agency is a well-established business with clients from across Europe and beyond. It is now time to fully concentrate on its further development,” Mr Quigley said.

Originally, Mr Quigley was the Director of Outsourcing at Emerging Europe and in March 2018, when the Alliance initiative was announced he became its CEO.

“We, at Emerging Europe, have always valued Tom’s experience as an outsourcing expert and marketing practitioner and we are delighted to have had him with us for one and a half years. We are certain that his current and future clients, including those from emerging Europe, will benefit from his expertise,” said Andrew Wrobel, Founding Partner, Strategy & Content at Emerging Europe.

“Last year in an editorial published on Emerging Europe, I wrote that Central and Eastern Europe would take over the outsourcing crown from India in the next four years — in reputation and added-value certainly, if not in numbers. It was a genuine pleasure to witness the growth of the sector in the region as part of Emerging Europe but my adventure with the region continues,” Mr Quigley added.

Mr Quigley’s business is an outsourced B2B marketing agency for the business services and technology sectors working with a growing number of service providers, with a focus on Central and Eastern Europe. QuigleyMedia is also a member of the Emerging Europe Alliance for Business Services, Innovation and Technology and Tom Quigley is a member of the Alliance’s Advisory Committee.