

BRANDED Press Release 14th January 2022

Appointment of CEO and internal promotions to drive further international growth.

Following another year of international expansion, Branded Ltd (Branded), the UK's leading integrated creative and graphics production group with operations in the UK, US, India, and China, is pleased to announce the following promotions with effect from 1st January 2022.

Jamie Richards becomes Chief Executive Officer of Branded, having previously overseen the group's rapid international growth as Business Development Director. Jamie now leads a group of 10 businesses with combined sales of £50m, collectively providing clients with all the strategic, creative, production, sustainability and technology services they need for their most effective route to market.

Branded's award winning creative agency WMH&I elevates client business directors Daisy Benn and Emmanuelle Hilson to its Board, while Branded's graphics production businesses (Magnet Harlequin and Technik) see associate directors, Ed Watts and Fay Shirley, promoted to their respective Boards also.

Commenting on the appointments, Alan Wright, Executive Chairman of Branded said: "These promotions are richly deserved and demonstrate both our ambition for the business and our commitment to developing the prodigious talent that we are fortunate to have. I am delighted for all."

Jamie Richards' added "Branded's offer, in particular its expertise in Brand packaging, has really resonated with clients and I am delighted to be given the opportunity to lead the group into the next stage of its expansion. I couldn't ask for a more talented team and I'm pleased to welcome Daisy, Emmanuelle, Ed and Fay to work with myself, Alan and the rest of the Branded Board in growing our business."



Jamie Richards



Fay Shirley



Ed Watts



Daisy Benn



Emmanuelle Hilson

Branded operates in the UK, US, India and China with sales of £50m and 504 employees. Branded's agencies comprise Branded Inc, FERO, GBC, magLabs, Magnet Harlequin, Magnet Harlequin Asia, Studio4, Technik, WMH&I and WMH&I Adaptive. Clients include Aldi, Amazon, Asprey, Costa Coffee, John Lewis, Kraft Heinz, Lamb Weston, LG, Morrisons, M&S, NBC Universal, Pernod Ricard, Southeastern Grocers, Tesco, Waitrose, Walmart and World Duty Free Group. www.branded-agency.com

Branded is part of Writtle Holdings Ltd, the International Marketing Group. www.writtle.com
For further information please contact Alan Wright on 01895 432400 or info@branded-agency.com