



For immediate release:

Optimisa appoints Barbara Wilmot as Business Development Director

New role focuses on research development across the Group

4th January 2008

Barbara Wilmot, an expert in business development and marketing processes, has been named Business Development Director at **Optimisa plc** – an AIM-listed marketing services group (EPIC: OPS).

With over 20 years of business and research experience, Barbara has worked with a range of marketing groups and consultancies – including Millward Brown, Ipsos-MORI and the British Market Research Bureau (BMRB) – as well as establishing her own business development and communications consultancy in 2001. Prior to this, she worked for TNS in business development and research management roles.



In particular, Barbara's focus has been on identifying revenue streams and pipelines for new business. An important part of this work has been establishing and implementing training schemes, designed to improve client service and business development across the company.

Optimisa Chief Executive Simon Dannatt said of the appointment: "That we have been able to attract someone of Barbara's calibre and experience speaks volumes for how far Optimisa has come in a short space of time. We have been incredibly successful already, so with Barbara's proven business development methodologies deployed and put into practice across our research businesses, I'm ambitious about what we can achieve in 2008. We're very glad to have to her on board!"

---ENDS---

---NOTES FOR EDITORS---

Optimisa plc (www.optimisapl.com) is an AIM-listed holding company in the marketing services sector (EPIC: OPS). Optimisa Group is positioned in the space between the large management consultancies and the traditional market research, market intelligence and business intelligence providers. The Group companies share a common desire to deliver high-value, commercial market and marketing advice to help clients to grow their businesses profitably. The Optimisa Group continues to grow, organically and through acquisition. The Group currently comprises kae: marketing intelligence (www.kae.com), nxtMOVE (www.thenxtmove.com), Andrew Irving Associates (www.aiaresearch.com), Report International (www.reportinternational.com), Quæstor (www.quæstor.co.uk) and Buckingham Research Associates (www.buckingham-research.com).



---CONTACT---

Caroline Dundas
020 7960 3300
caroline.dundas@optimisapl.com

#####