

## **WDSGlobal appoints Global Chief Operating Officer**

**Poole, UK –14<sup>th</sup> March 2007** - WDSGlobal, a provider of mobile lifecycle management and support solutions for mobile operators, handset manufacturers and content providers, has today announced the appointment of Gary Leake as its Global Chief Operating Officer.

With more than 850 employees, serving nearly 100 customers, WDSGlobal has grown alongside the industry-wide need to better manage the mobile user experience and control support costs. Since 2001, the company has enjoyed an average 38% year-on-year growth in revenues and Leake will focus on aligning the company's business units in North America, South Africa, Asia, Oceania and Europe to deliver the scalability required to support the increasing demands of its customers.

WDSGlobal has risen alongside the growth of the mobile industry and, having seen the increasing costs associated with supporting mobile users as they try and navigate the complexities of today's mobile products and services, developed a portfolio of solutions designed to enhance the user experience and mitigate support costs.

"This is an exciting time for WDSGlobal and we have become the partner of choice for many organizations looking to deliver compelling mobile products and services. As a company we already power more than 100 million handset configurations annually, while our dedicated support centers take more than quarter of a million calls each month from end-users looking to resolve mobile connectivity or service issues. I'm looking forward to my new role and helping WDSGlobal continue in its growth and meet customer expectations for quality, scale and innovation," says Leake.

Leake brings to the role a wealth of experience gained from senior finance, operations and management roles, primarily in the technology and professional services industries. Prior to this appointment, Leake held the role of COO for WDSGlobal operations in the Americas. He will be based in WDSGlobal's US-office in Kirkland, WA.

**-ends-**

**About WDSGlobal**

*Since 1995, WDSGlobal has been focused on helping mobile operators, handset manufacturers and content providers meet their customers' expectations for service and quality. From handset validation and readiness testing to mobile device management and end-user support, WDSGlobal today offers the mobile industry's most complete solution for the management of subscribers, devices and services.*

*With nearly 1000 employees globally and dedicated support centers in the UK, USA, South Africa and Australia, no one gets a better view of the complete mobile user experience. Every day, WDSGlobal collects, validates and shares data about devices, services and user behavior, using it to feed GlobalMine - the industry's most comprehensive knowledge base and foundation for the company's portfolio of carrier-grade products and services.*

*Knowledge Products: Helps end-users, operators, manufacturers and content providers resolve compatibility and configuration issues on demand. Support Services: WDSGlobal is the industry's leading provider of specialized support for mobile users with highly specialized troubleshooting teams and four international support centers. Device Management: Over-the-air device configuration and firmware updates. Analysis & Consulting: Help the mobile industry base strategic decisions on real-world data and consulting expertise.*

*The company currently counts over 100 customers, including most of the world's largest handset manufacturer and mobile operator brands, and is headquartered in Poole, UK.*

**For more information, please contact:**

**Media Contacts**

Paul Stallard / Kirsten Scott

éclat Marketing

Tel: 0118 989 5600

E-Mail: [wds@eclat.co.uk](mailto:wds@eclat.co.uk)