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You are here: [Home](#) » [2005](#) » [06](#) » [27th June 2005](#) » WeeMee firm gets new CEO from T-Mobile

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## Analysis

### Report: Online Branding-Where Next?

While online adspend is soaring, the Internet is still regarded in some quarters as a medium best suited for performance-based campaigns rather than qualitative brand building exercises. Yesterday, agencies and media owners converged at the London offices of Advertising.com to discuss if the Internet can ever be an effective enough branding tool to rival the power of TV.

### Goodbye and good luck



ANAYSIS: In my final column for Netimperative before I head off to blog on mbites.com, I'd like to take a moment to say something about the slow destruction of closed portals and the future of identity.

### Create it and they will come

ANALYSIS: Does the UK's creative sector actually know how to make sense of the opportunities the Internet provides?

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**Netimperative: News, analysis, events for the digital media business**

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# WeeMee firm gets new CEO from T-Mobile



By [Robin Langford](#)  
27-06-2005 01:51 PM  
Related: [Media Mobile People Public](#)  
Social networking firm WeeWorld, which created the popular WeeMee avatars, has recruited T-Mobile's Celia Francis as its new chief executive officer. Francis will lead the company through a planned global expansion and will help to build the company's user base. She joins the firm from T-Mobile International, where she worked as executive vice president of business marketing. Francis previously headed T-Mobile's product marketing in the UK and worked with IDEO, a product and services development consulting company.

Mike Kinsella, the previous chief executive and one of the founders of WeeWorld, remains with the company and will be leading WeeWorld's mobile strategy.

Speaking on her new role, Francis said, "We now have to build upon this very solid and credible foundation to ensure the company remains at the forefront of the rapidly evolving mobile industry and put a WeeMee on the screen of every mobile phone."

WeeWorld allows users to create customisable cartoon versions of themselves to use in social networking groups

## Latest

Bebo secures \$15m funding from Benchmark Capital

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Netimperative roundtable: iTV - What will Succeed?  
25-05-2006

Directors Dinner: The Future Of Skype and VOiP  
25-05-2006

Netimperative Roundtable: Affiliate Marketing  
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Directors Dinner: Online PR  
21-06-2006

Netimperative Roundtable: Online Advetising Standards  
29-06-2006

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