

SEARCH Submit Press Release

- Categories
- TOP
 - America - Post 9/11
 - Architecture
 - Art & Entertainment
 - Automotive
 - Business
 - Chemical
 - Coaching / Mentoring
 - Computer
 - Consumer
 - Design
 - Economy
 - Education
 - Employment/Careers
 - Engineering
 - Environment
 - Events / Trade Shows
 - Fraud / Identity Theft
 - Gaming / Casinos
 - Government
 - Home and Family
 - Industry
 - Insurance
 - Legal / Law
 - Lifestyle
 - Machinery
 - Maritime
 - Medical
 - Military
 - Miscellaneous
 - Nanotechnology
 - Non-profit
 - Occupational Safety
 - Opinion / Editorial
 - Politics
 - Public Utilities
 - Religion
 - Science and Research
 - Self-Help / Personal Growth
 - Society
 - Sports
 - Technology
 - Telecom
 - Trade
 - Transportation
 - Volunteer
 - Weather

Press Release by INDOCTRIMAT in Telecom

WeeWorld Creator Saw-You Appoints New Chief Executive

[View all releases by INDOCTRIMAT](#)

Check Telecom Plus prices Compare to all other suppliers and see how much you can save
Build your telecom Free Report-Explode your MLM Biz! Earn \$50,000 In Next Yr. Guaranteed

This press release is about: [weeworld](#), [company](#), [mobile](#), [executive](#), [online](#), [francis](#), [networking](#), [world's](#), [leading](#), [communities](#), [weemee](#)

2005-06-27, INDOCTRIMAT - WeeWorld, the mobile/online content and social networking company which created the popular 'WeeMee' personal digital identity, today announced that Celia Francis has joined the company as the new chief executive officer. Glasgow, UK, (PRWEB) June 27, 2005 -- WeeWorld, the mobile/online content and social networking company which created the popular 'WeeMee' personal digital identity, today announced that Celia Francis has joined the company as the new chief executive officer.

Ms Francis has worked in the mobile sector for a number of years, most recently as executive vice president of business marketing for T-Mobile International. She previously headed T-Mobile's Product Marketing in the United Kingdom and worked with IDEO, the world's largest product and services development consulting company. Ms. Francis holds an MBA from the MIT Sloan School Of Management and a Bachelor of Arts from Harvard University.

Ms. Francis will lead the company as it embarks on a period of global expansion through strategic alliances, partnerships and presence around the world. She will help to build the company's considerable user base and consolidate WeeWorld's position as one of the world's leading visual communities and the WeeMee as the first

comprehensive mobile and Internet digital identity. 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.

WeeWorld has created a unique service within the mobile and online sectors, providing sophisticated visual communities, based on easily-created, customisable cartoon versions of oneself for social networking online while remaining anonymous. A WeeMee can also be downloaded to desktop or mobile and used in email and picture messaging. In the past eighteen months, the company has completed deals with some of the world's largest companies – including Microsoft – and the WeeMee is now at the heart of many of the world's biggest online and mobile communities including MSN, Friends Reunited, Classmates and many more. Nearly five million users around the world have created their own WeeMee and thousands more continue to do so on a daily basis.

WeeWorld recently completed a new round of institutional investment from the European fund of Benchmark Capital, one of the world's leading investors in innovative new technologies. The company intends to use the investment to extend its presence globally, creating a number of new sales offices in key territories and doubling the company's technology workforce in its new Glasgow headquarters.

Ms. Francis said, "I'm delighted to have joined WeeWorld at such an exciting period in the company's history. It has established an excellent reputation with the biggest players across the online and mobile industries and has built a unique and enviable user base. 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."

About WeeWorld:
 Founded in March 2000, WeeWorld is a pioneer in advanced mobile and online social networking. The company has patented a number of key technologies relating to messaging based on physical descriptions. This allows WeeWorld users to search for specified characteristics and exchange messages (SMS, MMS etc) with people seen in social environments such as pubs, clubs, gigs etc. Accessed online or through mobile phone handsets, WeeWorld delivers a community that is growing rapidly.

WeeWorld has been recognized by a number of leading publications and services as one of the most exciting new services for mobile phones in the world today. Fortune magazine recently awarded the company the 'Coolest International Business' award. WeeWorld is also a recipient of Red Herring 100 Europe, a selection of the 100 private companies in Europe and Israel that play a leading role in innovation and technology.

Contact:
 Mike Kinsella
 Co-founder
 Brian Baglow
 Indoctrimat PR
 M: +44 (0) 7747 792247

Source: PR Web™



« June, 2005 »

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Others
Ads by Google

Files Repository
 New software archive which includes press releases, forum, awards and subscript ...

PC Repair Tools
 At this site you can download the necessary utilities needed to fix your computer...

Video Converter Tools
 Full store of utilities, to manage, convert, join, split and rip all video files...

Audio Converter Tools
 Full store of utilities, to manage, convert, join, split and rip all audio files...

Soft Articles
 Soft Articles about new programs with full description....

TM RSS Toolkit
 Check news at Press-Library.com with TM RSS Toolkit (advanced RSS reader)

Browse Press Releases: [0](#)-[9](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)