



# Lloyds TSB

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## **LLOYDS TSB APPOINTS NEW BRAND COMMUNICATIONS DIRECTOR**

Lloyds TSB today announced the appointment of Catherine Kehoe as the Group's new Brand Communications Director.

Reporting to Nigel Gilbert, Lloyds TSB Group Marketing Director, Catherine will be responsible for developing the Group's brand strategy and for aligning the direction of the Group's advertising and other marketing media to this strategy in a way that maximises return on investment. The role also involves setting the brand identity guidelines for all brand communication media and directing the development and delivery of the media strategy for all customer market segments and product areas as well as managing agency and supplier relationships.

Catherine joins from Yell Ltd where, from 2005, she was Marketing Director responsible for the development and delivery of the strategy, marketing plan, propositions and all marketing communications for Yell UK. Leading a team of 100 marketing specialists, she delivered the brand's revenue growth strategy for Yellow Pages, yell.com and 118 24 7.

Prior to Yell, Catherine spent six years at BT, most recently Head of Strategy and Marketing, BT Business, responsible for delivering the business and marketing strategy for BT's £3bn SME division and all BT Business's communications activity across all customer and product segments.

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Prior to this, her roles at the BT Group included Head of Online and Direct Marketing, Head of Business Communications and Head of Marketing Communications – all within the BT Group Marketing and Brand division. During this time, key campaigns included the launch of BT Broadband, BT Mobile and the launch of BT's 118 500 service.

Before joining BT, Catherine spent five years as Head of Brand Communications for Royal and Sun Alliance.

Nigel Gilbert, Group Marketing Director for Lloyds TSB, said: "This is a great hire for us as Catherine is a proven creative thinker with a powerful commercial instinct and extensive experience working within large organisations. She joins our marketing executive team at an exciting stage of our brand journey."

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