



Zubka Hires City High Flyer for Sales & Business Development Role



London, UK – 13th September 2007

Zubka, the world's leading referral recruitment business, has appointed Tim Dennis as Sales & Business Development Director. Following an illustrious career that spans the Grenadier Guards, Reuters and MoneyXtra Plc, Tim joins Zubka to head up the growing sales force, driving Zubka's offering in key industry sectors and to fulfill the wealth of partnership and business development opportunities flowing into the business.

"Zubka offers me the chance to grow a new market opportunity within an existing, mature industry which is both rare and incredibly exciting;" commented Tim. "The recruitment industry is worth £25 billion per year in the UK alone and I strongly believe Zubka's marketshare within this space will be significant within the not-too-distant future."

Starting out in the British Army, Tim served time in the UK, Germany and Northern Ireland with the Grenadier Guards, rising to the rank of Captain managing the operational capability and welfare of over 100 Guardsmen. He then moved into the financial markets, firstly as a commodity broker on the London Metal Exchange, then into sales at Reuters Plc. From this position, Tim quickly rose through the ranks of the sales division, to become Managing Director of Reuters Business Information Ltd., then its International Division and finally the Global Business Division, which he created following a restructuring of the business. During his time at Reuters, he regularly exceeded financial forecast projections and had considerable impact on the company, its business, culture and ethos.

From there, Tim moved to MoneyXtra Plc in 1999 to take advantage of the burgeoning opportunities in the dotcom arena. As COO, Tim further developed his operational expertise, was responsible for more than 400 staff and grew online revenue by 26% to £9.2 million. His keen eye for business development enabled the company to launch various new products into the market, including the first fully online trading system which enabled the automatic underwriting of new investment bonds.

Tim moved back into global sales and business development with Prebon Marshall Yamane and then Integral Development Corporation, both of which reinforced his belief in the commercial impact of internet technology and the power of the web as a business tool. Using this foundation as a business driver, Tim and his team increased trading volumes by 60% at Integral, and at Prebon created and launched a number of online trading platforms, all of which had considerable commercial success.

"Tim is an excellent addition to our already strong team;" added Armando Ruffini, Zubka co-founder and COO. "His city background, strong results-based approach and his clear passion for the internet dynamic make him an obvious choice for taking Zubka forwards into its next phase of commercial success."



Tim's central role within Zubka's business includes directing the team of sales managers assembled since Zubka's launch. Steve Thompson was Zubka's first sales hire, joining in April 2007, from RP International where he focused on senior executive search. At Zubka Steve looks after corporate clients using Zubka's innovative referral recruitment model to source talented staff. He is now joined by Mark Collis, a seasoned recruiter of 23 years standing, who is focused on managing and building Zubka's opportunity within the technology and telecoms industry; and Colin Minto, ex Head of the Recruitment & Employment Confederation's technology subsidiary who is driving Zubka's opportunity into the recruitment industry itself.

"I have absolute belief in Zubka's business model and how companies can use it to positively impact on their commercial success;" finished Tim. "Attracting passive candidates and engaging with social and professional networks for recruitment provides much-needed added value in today's increasingly skill-based business economy."

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Notes to Editors:

- The Zubka premise is:
 - The Referrer gets a fair reward for doing what most of us do anyway.
 - The Hirer gets a great new employee, personally recommended, faster and at a fair and cheaper price
 - The Candidate gets a great new job
- The reward you receive for effectively placing someone depends on their earnings band but is between 6% and 8% of their starting salary. Referring someone into a job with a basic salary of £55,000 would earn a reward of £3,600.
- Hirers can advertise jobs for referrers to browse through for as little as £10 for a four week posting.
- Joining Zubka as a referrer or a hirer is completely free and will allow you to be a part of the referral revolution.

About Zubka

Zubka (www.zubka.com) is a revolutionary online recruitment platform that enables people to refer their friends and professional contacts to jobs and be financially rewarded when the match is successful. Set up in September 2006 by a recruitment industry veteran of 20 years standing and an international technology business executive, Zubka aims to evolve current recruitment practices to improve candidate delivery whilst reducing costs and the recruitment process lifecycle.

Headquartered in Buckinghamshire, England, with hiring clients in 38 countries and referrer members in 97 countries around the globe, Zubka's award-winning business model is already widely being heralded as the 'future of recruitment'.

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