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## REEVOO APPOINTS CHIEF TECHNOLOGY OFFICER

Reevoo, the UK's leading independent publisher of genuine customer reviews, today announces the appointment of Kyle McGinn as Chief Technology Officer. Kyle joins Reevoo from the Siemens/BBC technology partnership, where he was Head of Internet Technology.

Announcing Kyle's appointment, Richard Anson, CEO and founder of Reevoo said: "I am delighted to announce Kyle's appointment, which further strengthens our talented management team. Kyle's experience of building strong development teams and taking cutting edge technologies and making them reliable and scalable will be extremely valuable as Reevoo expands its operations internationally."

Kyle will lead the technology development of the Reevoo site and the systems that support content on retail partner sites. He will lead the UK's largest Ruby on Rails development team who have already established a strong reputation in the Ruby community - releasing open-source initiatives such as mocha, uformats and the Ruby nabaztag library.

As Head of Internet Technology at Siemens, Kyle was responsible for the infrastructure design and build for several high profile websites, including BBC Programme archive and BBC iPlayer. Kyle previously set up and served as Head of Technology at Opodo, where he built large development centres across the UK, France and India.

Kyle said "I am truly excited to be joining Reevoov at such a dynamic time in the development of the business. We are growing incredibly quickly - Christmas trading was very strong and we signed a record number of new Partners in December. It is a pleasure working with a development team who are outstanding at what they do".

-Ends-

**More information:**

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**About Reevoov:**

Reevoov is the UK's leading independent publisher of impartial customer reviews. We work with over 45 retailers including Comet, Dixons, Vodafone, Woolworths and dozens of other High Street and Pure Play retailers, helping their customers decide what to buy. Reviews are conveniently positioned adjacent to the relevant products on retailers' websites and hosted on [www.reevoov.com](http://www.reevoov.com). Consumers also use our website to decide what to buy, which enables us to pass high quality traffic back to our retail partners.