



## Press Release

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### **Citibank fraud expert joins Latitude**

#### **Search agency strengthens client protection**

Latitude Group is pleased to announce the appointment of Phillip Heald to the position of Loss Prevention Officer.

In his new role Mr Heald will lead the search marketing agency's ongoing efforts to protect its clients against click fraud.

He joins Latitude from Citibank, where he worked from 2001. In 2004 he was appointed senior fraud analyst for Citibank's Diners Club International division, liaising with customers, merchants, law enforcement agencies and other third parties to pursue investigations.

Commenting on his new role, Phillip said: "I'm looking forward to applying my skills in a new environment. In some ways the worlds of online fraud and credit card fraud are not so far apart, and in both cases, customers want to know they've got the best defence available."

Julie Moran, chief financial officer, said: "Phillip will be instrumental in helping us maintain our excellent record of identifying and tracking possible cases of click fraud, and of recovering funds for Latitude's clients."

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#### **About Latitude**

Headquartered in London, with offices in Cheshire and more than 100 employees, Latitude's unrivalled pay-per-click and search engine optimisation expertise enables its clients to obtain consistently superior returns from their investment in search engine marketing. In 2007 the agency won Net Imperative's 'Search Campaign of the Year' award; it also won the 2006 Media Momentum Award as Britain's fastest growing digital media company (shortlisted again in 2007) and its chief executive officer, Dylan Thwaites, was chosen as the 2006 Ernst & Young Technology & Communications Entrepreneur of the Year.

#### **Enquiries**

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