



For Immediate Release

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### **IKE appoints Chris Ronan as Chief Marketing & Brand Officer**

ikeGPS (IKE) today announced the appointment of Chris Ronan as Chief Marketing & Brand Officer.

Chris brings marketing & brand leadership experience working with globally successful companies including;

- Dell.com; one of the world's largest computer technology companies, where he worked to launch notable web and social initiatives such as Dell Executive Suite Concierge, Dell Efficient Enterprise, ITEN desktop and mobile information aggregation site, and Dell OEM site and social.
- Ford Motor Company; one of the world's most valuable auto brands.
- Southwest Airlines; where he led the strategic design and development efforts resulting in the #1 corporate blog in the U.S.
- Air New Zealand; where he led the design and user experience strategy for the roll-out of Air New Zealand's mobile travel application.
- Emirates Team New Zealand'; where he worked with Grant Dalton to deploy a community website to grow the brand leading to the San Francisco America's Cup Campaign.
- The MIX (Management Innovation Exchange); where he worked with world-leading management thinker Gary Hamel to design the user experience for what became the leading open innovation project focused on reinventing management for the 21<sup>st</sup> century.
- RD2; as CEO of a leading brand and digital consultancy focused on international tech businesses.

#### **Comments on the News:**

"Throughout my career I've focused on the long-term value that can be achieved by investing in thoughtful brand & marketing experiences. IKE has delivered some real proof points in the U.S. market to date addressing the Communications and Electric Utility segments. There is an immense opportunity to build on IKE's brand position within this market. I've worked with Glenn and his team over the past 12 months and am very excited to formally join the IKE leadership group." said Chris Ronan.

"I'm thrilled to have an executive of Chris' caliber join us as we go to the next level with our marketing, brand, and communications" said Glenn Milnes, Chief Executive Officer of IKE.

Find out more at: [www.ikegps.com](http://www.ikegps.com)

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“Chris’ experience aligns closely with IKE’s objectives to deliver a customer experience that leads our industry. We have been working together for some time, Chris is responsible for much of our current brand and communications, and I’m delighted to have him formally join the leadership team.” said Glenn Milnes, CEO of IKE.

## **ENDS**

IKE seeks to be the standard for collecting, managing and analysing pole and overhead asset information for electric utilities, communications companies, and their engineering service providers. Usage of the IKE pole solution shows that against existing work practices IKE increases efficiency for field engineering by approximately two times and increases efficiency for back-office engineering by approximately five times.

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