



Telecoms journalist strengthens immediate future team

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Matthew Leach joins immediate future as an account manager after more than three years working as a journalist for national newspapers such as The Sunday Times and The Observer, as well as having three years' experience in the telecoms industry.

PR9.NET September 05, 2005 - After graduating from Hull University with a BA Honours in American Studies, Matthew was employed as a media buyer for telecoms content provider, 3 Net Communications. From there he progressed into account management for MonsterMob, a mobile entertainment company.

After three years in telecoms he embarked on a career in journalism, enrolling on a NUJ-approved course at the London School of Publishing. He went on to work for many of the country's leading national and local newspapers, such as The Sunday Times, Sunday Express, Daily Mail, Evening Standard, South London Press and magazines Focus and Nine-to-Five. He was also a regular contributor of news and features to World Telemedia Magazine, which specialises in the fixed line and mobile industry.

Recently, his career path has taken him along the more strategic and consultative route of public relations and he has completed a diploma in 'Integrated Marketing and Public Relations' from the London School of Public Relations.

Katy Howell, Managing Director of immediate future says: "As the company is growing at such a phenomenal rate, I needed somebody from a journalism background who also possessed account management skills – Matthew fits that bill.

"He is able to use his journalistic training to good effect in advising clients on what makes a journalist tick and what makes them sit up and say 'wow'. His varied experience, undoubted flair for writing and genuine enthusiasm for PR means his addition will ensure we continue to give our clients the best service possible."

When Matthew is not working he enjoys playing football for his University Old Boys team and is a qualified Level 1 FA coach. During his around-the-world trip in 2003 he managed to complete a PADI diving course in Malaysia, a sky-dive in New Zealand, and fall off his moped on numerous occasions in South-East Asia.

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in-depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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