

# Intelligent Non-Executive Director

## About Intelligent Mobile

### Specialists in :

- Mobile websites for Smartphones & tablets
- Text messaging marketing
- Desktop websites
- QR codes
- SEO

### Working in the following sectors:

- Estate agents
- Recruitment
- Hotel & Leisure
- Financial services
- Charities

*"I would strongly recommend First Flight for their service levels and quality of contacts".*

*Peter Orr,  
Intelligent Mobile MD*



Peter Orr,  
Intelligent Mobile MD



Intelligent Mobile is a UK company dedicated to mobile marketing solutions. The company was looking for a Non-Executive Director to join its existing Board of 5 Executive Directors and 2 Non Execs, one of which is the Chairman. They were seeking someone with an exceptional IT pedigree and the ability to balance the Board with independence as the MD is the Chairman's son. The ability to mentor and advise from a knowledgeable position, completely without bias, was key to the appointment.

**Background:** starting back in 2005, the company set up a basic SMS response product for estate agents. Since then it has gone on to develop a number of SMS based solutions and is the market leader in SMS and mobile web solutions for the property sector - with many of the UK's largest house-builders included in its client base.

They also work with some of the country's leading organisations in the hotel, recruitment and financial sectors. Work with Cancer Research and millions of SMS messages per month are managed by Intelligent Mobile for their blue-chip clients. In addition to this impressive portfolio is a whole host of other specialist mobile solutions including mobile web - ensuring websites look and perform as well on phones, ipads and other technology as they do when viewed on a computer.

**The relationship:** "We met with William Micklethwait and found we had a great connection with him as he fully understood our business sector and our requirements" explained Peter Orr, MD. "Very quickly, we were given an incredibly strong short-list of candidates, all of whom met our brief very well".

## Placement Quick Facts

**Placement time:**  
6 weeks

**Shortlist included international candidates**

**All on shortlist were highly suitable**



In fact, the position was managed from start to finish within 6 weeks resulting in the appointment of Per Jonsson. The short-list created a very tough choice for Intelligent Mobile – 2 of the 5 had been CEOs of listed companies and all were highly suitable. 2 of those short-listed were not British – reflecting the diversity and reach of First Flight’s contacts. William had used a variety of methods to find the right person for Intelligent

Mobile, from traditional advertising methods to contacting the First Flight database but actually met Per at an alumni networking event at the business school INSEAD.

### Candidate Quick Facts

**International sector specific experience**

**16 years with GE in 6 countries**

**CEO of 2 listed UK companies**

**The perfect choice:** Per Jonsson has an impressive background that includes 16 years with GE in six countries (UK, Germany, France, USA, Russia and Sweden) and four businesses (Corporate, Medical Systems, GE Capital, Oil & Gas). He was also CEO of two listed UK companies in telecom and marine safety and one private Dutch enterprise

software company. He sought a Non Exec role so he could share his commercial knowledge and help Intelligent Mobile to develop. He believes that sector specific experience is vital. Per uses a quote to demonstrate what he means: “being in the right place at the right time with the right equipment” (for NED roles, read ‘experience’). He takes this from his time with the Royal Swedish Navy.

Peter Orr, MD of Intelligent Mobile is delighted with Per’s appointment. **“I was really impressed by the standard of the short-list we were given so quickly. For any business looking for a Non Exec, I would strongly recommend First Flight for its service levels and quality of contacts”.**



Per Jonsson,  
Intelligent Mobile

### About First Flight

**Specialists in providing clients with Non-Executive Directors who add real value**

**Largest active Non Exec candidate database - includes experienced Non Execs, entrepreneurs and ex Directors of blue chip companies**

**150 successful Non Exec projects completed**

**Highly knowledgeable account directors and management team**

**We look to understand the skills and personalities on the Boards of our clients to enable us to provide candidates who will fill missing skill gaps and provide the right personalities to balance the Board**

**First Flight was the sponsor of the “Non-Executive Director of the Year” at the Quoted Company Awards**



William Micklethwait,  
First Flight