



## **PRESS RELEASE**

### **Fitmedia welcomes two new Non-Executive Directors**

Fitmedia Ltd is delighted to announce the appointment of Gary McGaghey and James Cotton, to the Board of Fitmedia as Non-Executive Directors.

Non-executive board members are experts from inside and outside the industry who provide challenge and oversight to the board in developing the company.

Sheila Forster says "I am delighted that Gary and James are joining the Board. They have significant financial and commercial expertise, and wide ranging experience in growing and expanding businesses. The appointments to the board highlight Fitmedia's aim to expand and to bring effective evaluation to the education and physical activity sector. Our new board members are ideally placed to help us build a long term plan to grow Fitmedia Ltd and ensure that we deliver a successful strategy.

#### **Gary McGaghey**



Gary McGaghey is an International Commercial CFO with an exemplary track record of delivering increased shareholder value. Gary brings with him more than 20 years' experience in mid cap and multi-national fast moving consumer goods and pharma companies. He is currently the Group CFO of Nelsons & Co, a UK based multinational pharma company, after spending more than 15 years at Unilever in a variety of senior finance roles globally.

His expertise in delivering optimal results includes; shaping business strategy to deliver sustainable top and bottom line growth, financial restructuring, M&A and business transformation. He brings with him a broad range of commercial experiences both inside and outside of the finance function, as well as deep experience in corporate governance.

Gary said: "I am hugely excited by the opportunity to work with Fitmedia to drive the next stage of its growth agenda, building on the successes to date. Bringing new technologies to unlock the needs for health and nutrition in the younger generation, is an inspiring agenda to be part of, setting the foundations of sustainable wellbeing into adult life.

## **James Cotton**



James brings over 15 years of experience in the health and fitness industry. He is a results-driven professional with a background in providing hands-on leadership, direction, and focus for business growth. His former positions included a start-up business which included heading up the operations and growth of one of UK's largest franchise leisure brand to over 100 health clubs.

James joins Fitmedia whilst owning and managing a successful leisure consultancy company. Prior to this, James spent over 6 years at Anytime Fitness UK & Ireland gaining experience at Director level managing elements such as operations, marketing, sales and compliance.

James said "Fitmedia are a forward thinking company, whom have the best interests in developing and improving the nation's health by enabling schools, parents and children with the information to promote increases in physical activity".

The two new appointments will add to the current Non-Executive Director, Andy Sutch, the former Director of Business in Sport and Leisure and Chairman of Panathlon.

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## Contact Information

For more information, please contact Sheila Forster at [sheila@fitmediafitness.co.uk](mailto:sheila@fitmediafitness.co.uk) or 07979 654319.

### NOTES FOR EDITORS:

1. **Fitmedia** is a specialist fitness company which analyses children's fitness and wellbeing. It helps schools and children monitor their physical literacy and fitness over time. It provided the first full evaluation of the Daily Mile in primary schools in 2016. Fitmedia's systems are based on unique technology which assesses a child's fitness levels and health based on where they should be for their age and sex. (For more information, see [www.fitmediafitness.co.uk](http://www.fitmediafitness.co.uk))
2. **James Cotton** [james@360degreesolutions.co.uk](mailto:james@360degreesolutions.co.uk), Tel: 079743 4682]
3. **Gary McGaghey** –For more information, please contact Sheila Forster at [sheila@fitmediafitness.co.uk](mailto:sheila@fitmediafitness.co.uk) or 07979 654319.