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Lycamobile appoints commercial director

Lycamobile appoints John Weir from South African network Cell C as new commercial director

International calling MVNO Lycamobile has appointed John Weir as its new commercial director to steer its global market development and partnerships.

In the newly created position, Weir will be responsible for reviewing and improving commercial aspects in Lycamobile's partnerships and boost relationships with Lycamobile's network partners globally. Weir began his role at the end of last month.

Weir joins Lycamobile from South Africa's third largest mobile network, Cell C, where he was responsible for the development of new revenue streams, strategy formulation and business relations. Prior to that he was chief executive of Nigerian mobile telecommunications company M-tel and acted as board advisor to Virgin Mobile in South Africa. He also developed and implemented the European MVNO strategy for Dutch telecoms firm KPN.

Lycamobile chief executive Milind Kangle said: "This is a significant senior appointment and John will play a vital role in helping us to grow and prosper from our existing operator relationships. With over 20 years of global mobile sector experience, he's the right man for this strategically important position."