

# Press Release.

Landline | Internet | Mobile | Entertainment

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## **LIME strengthens its One Caribbean senior management team by appointing Milton Brady and David Crawford**

- Regional management strengthened to improve competitiveness and customer service, build a world-class brand and become employer of choice

September 14, 2009

LIME, CWI's Caribbean business, has appointed Milton Brady as Chief Commercial Officer and David Crawford as Chief Operating Officer.

Milton Brady, a Jamaican national, joins LIME as Chief Commercial Officer and will be responsible for strengthening the businesses competitive position and driving future growth across all the islands in which LIME operates. Milton has strong experience turning around businesses within the region, as well as in Europe and the US. Milton brings 37 years of commercial experience to LIME, having been Managing Director, Corporate Investment Banking at First Caribbean International Bank.

David Crawford, a British national, joins LIME as Chief Operating Officer and is responsible for providing the necessary operating infrastructure across all of LIME's markets and improving customer service to an unparalleled level in the region. David has an established track record in process and service re-engineering having been part of the senior management teams that transformed UK telecoms operator Energis and then Cable & Wireless Worldwide (the UK-based arm of Cable & Wireless Group).

CEO David Shaw commented "I am delighted to welcome Milton and David to LIME at this exciting time. They both have impeccable track records in building great businesses. As we enter the next phase of our One Caribbean journey I am fine tuning the way we run the business, by blending the best of Caribbean leadership with expertise from other markets. The team will not only strengthen our existing management capability but free up our market-facing leaders to transform the way we do business in our markets. The senior management team's priority will be to put the customer at the centre of everything we do. By delivering a great service to our customers we aim to become the number 1 choice for the Caribbean."

For more information on LIME visit [www.time4lime.com](http://www.time4lime.com).

A fresh approach from **Cable & Wireless**

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## **About LIME**

LIME (Landline, Internet, Mobile, Entertainment) is the Caribbean's leading telecommunications company, focused on building products and services that make Caribbean people's lives better.

LIME's aim is to deliver the best service and the best communication services across the board, full stop.

LIME is part of Cable & Wireless, one of the world's leading international communications companies.

## **About CWI**

CWI (formerly Cable & Wireless International) is an owner and operator of market-leading regional telecoms businesses. Part of the Cable & Wireless Group, CWI is headquartered in London and operates through four regionally-based business units – the Caribbean, Panama, Macau and Monaco & Islands. It is a full-service telecommunications provider offering mobile, broadband, and domestic and international fixed-line services as well as enterprise and managed service solutions.

[www.cwig.com](http://www.cwig.com)

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