

# Hotpod recruits key management

● *Visitors to this year's Hearth & Home Exhibition had a further chance to meet up with television stars Dan and Lucy who featured in the BBC2 series 'Pay off Your Mortgage'. Since the exhibition the company has been building the infrastructure to expand sales across the UK and has recently made several key appointments.*

**R**ENE Carayol, who worked with Dan and Lucy on both of the television series, has joined the management team with his partner David Wilkinson who has wide commercial experience across a number of business sectors.

The company has also announced the appointment of Charlotte Hickson and her company Monsta PR who will work with all areas of the media to build awareness of Hotpod.

Charlotte, or Charl to her friends, has wide experience in the FMCG market on major consumer brands and worked with Henry's House PR as a director on the management of campaigns for Will Young, Gareth Gates, S Club 7, Big Brother, The Big Breakfast and Pop Idol.

From there she moved to work with Simon Fuller's 19 Entertainment, working with a client list that included Victoria Beckham, Will Young and Rachel Stevens. In 2007 she set up Monsta, her own PR agency, working with 'talent' and brands.

Charl said; "I'm really passionate about Hotpod, the culture and the team working on it. Hotpod is not simply a stove, it's for people who genuinely love beautifully designed unique interior pieces, want a solution to their heating requirements and also feel socially responsible."

Hotpod director David Wilkinson said, "Charl brings a fresh and unique approach to our marketing for Hotpod. We searched far and wide for the right person and are really pleased to have her join our team".



Above, Rene Carayol.

## Knocked out by her perfume

Dan Harding (34) and Lucy Aldridge (35) met in 1992 over supper at a friend's house when Dan was 'knocked out' by Lucy's perfume. They have been together ever since and have two sons, Lanyon (14) and Ewon (12) and live in St Ives, Cornwall.

Dan has always created things, including most of his presents to Lucy, ranging from a weather vane to a radio - all of them close to her heart. Lucy has taught lyengar yoga in the UK and overseas since 1997 and is currently training to become a senior teacher. They enjoy spending lots of time together hanging out at the beach in their campervan and surfing.

In 2006, Dan and Lucy met business guru, Rene Carayol when they appeared on BBC2's "Pay Off Your Mortgage in 2 Years" series 1 and 2. Their Hotpod sales successes became the talk of the show and they were an instant hit with viewers. Rene, charmed by Dan, Lucy and their Hotpod is now working with them and his business partner, David Wilkinson, to transform it from a sleepy Cornish eco project for friends, to a much loved, successful business.

## Leadership support for industry

Rene Carayol is an internationally renowned business guru and media personality. Presenter of BBC2's flagship business programme, "Pay Off Your Mortgage in 2 Years" (2006/2007), he also presented C4's critically acclaimed documentary on the challenges facing Lord Stevens at the helm of the Metropolitan Police, authored the bestseller 'Corporate Voodoo' and is a regular media contributor.

Former director of IPC Media, Pepsi and the Inland Revenue, he has provided leadership support to the likes of the Prime Minister's Strategy Unit, Home Office, McKinsey and Co and is now a Visiting Professor at Cass Business School. In 2004 he was awarded an MBE for outstanding service to the business community.



Above, Dan and Lucy.

He has chaired and addressed conferences across the world in every business sector and conducted live interviews with influential faces ranging from Bill Clinton, Mikhail Gorbachev and Colin Powell to Sven-Goran Eriksson, Sir Bob Geldof and Sir Richard Branson.

Rene's messages are practical and presented with electrifying effect. He both shakes up and inspires his audiences showing them what lies within their grasp.

## Even time for a swim

David Wilkinson drives business change and sustainable growth across large and small organisations, bringing focus and his own brand of enthusiasm derived from working with extensive UK and international organisations from large global corporations through SMEs to exciting and successful start ups.

He has a strong record in operational management including CEO level in global corporations such as Del Monte, Bacardi and Finnish National Distillers, combined with wide international sales and marketing experience in enhancing shareholder value and proven success across a broad spectrum of businesses and organisations.

When he has time, his summer house in Finland is a great getaway for sailing, fishing and working in the forest with his son Alex (14) and Anna-Maria his Finnish wife, and ending every day with a sauna and swim in lake Saimaa.

