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Robert Audley resumes direct management of Prolog Board & Prolog appoint a Chief Operating Officer

17th January 2011

For Immediate release

The Chairman of Promotional Logistics, Britain's largest privately owned outsourced services provider, Robert Audley, has resumed the direct management of the Company's Board as Chairman and CEO, with immediate effect.

In 1990, following the acquisition of Prolog by Caverswall Holdings, of which Robert is the sole shareholder, he took over as Managing Director of the then little known Suffolk-based marketing support services company. Under his direction Prolog has shown consistent year-on-year growth, from a turnover of less than £4 million in 1990 to more than £41 million in 2010. Thanks to the Audley family's vision and its policy of concerted investment in the business, Prolog is ranked in the UK marketing premier league, with the capacity, infrastructure and motivated workforce to consolidate further on its primacy in the coming years.

Also with immediate effect, Darshana Bawa takes on the role of Prolog's Chief Operating Officer. Darshana will take Board responsibility for Production, Finance, Transport and Human Resources.

More follows.../

Prolog's Chairman and CEO, Robert Audley, welcomed the appointment, by commenting:

“I have worked closely with Darshana for over 25 years and have long appreciated and valued her astute business thinking and her analytic management style. Darshana's expanded role is a key appointment in enabling Prolog to face the challenges and opportunities that Prolog will face in 2011 and beyond.”

Darshana was promoted to the Prolog Board in 1995 as Finance Director and she has been instrumental in managing the company's fortunes through the most active period of its development. As well as managing the Company's assets effectively, her work in developing and refining the financial and management information systems has provided an invaluable resource that has guided management in achieving the Company's goals.

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Image overleaf



Robert Audley
Chairman and CEO



Darshana Bawa
Chief Operating Officer

Notes for editors overleaf

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Prolog is one of the few UK companies to offer a totally comprehensive range of integrated outsourcing solution services. Underpinned by a huge storage and distribution infrastructure and advanced systems technology, Prolog provides everything that commercial and public sector clients need to support marketing and communications campaigns, including POS handling and distribution, bulk literature storage and distribution, mailing services, bulk collation and packing and database management.

Prolog also provides inbound/outbound telephone marketing and customer service and specialises in national and international supply chain solutions.

With more than 25 years' experience in outsourcing support services, Prolog employs over 1200 people in East Anglia, the East Midlands, Merseyside and London. Flexibility, scalability and massive capacity characterise the Prolog service, which stands out for its adaptable storage and fulfilment solutions and high quality customer care and customer communications.