

Vox veteran Doug Reed joins Huge Group



Huge Group has announced that Vox Telecoms veteran Douglas Reed has joined its team to manage the company's growth and innovation portfolio. In this role, he will work closely with the companies in Huge Group's investment portfolio.

Reed has more than 30 years' experience in the telecoms sector, having grown Vox Telecom from a small Internet service provider (ISP) into a major player in the industry.

Having started his career at Datapro, which later became Vox Telecom, Reed drove the company's growth by capitalising on emerging market opportunities. He recognises similar potential at Huge Group.

"I'm excited to join Huge Group at a time when the company is in the early stages of a significant growth curve," said Reed.

"Huge Group's investment strategy, involving the making of intelligent investments in businesses led by experienced and dynamic entrepreneurs — experts in their specific fields — also means that we have a considerable wealth of experience to draw on across our portfolio."

"My focus is on leveraging our platforms and capabilities to their fullest to accelerate the next-generation of tailored solutions we are implementing for our enterprise and SMME clients," he added.

Huge Group said it is prioritising next-generation initiatives in the short term by focusing on brands that aspire to be mobile virtual network operators (MVNOs) and on its Internet of Things service capabilities.

"While the cost of entering the MVNO space has always been a challenge for would-be MVNOs, Huge Group is able to provide a low-cost, low-risk entry point for brands looking to develop mobile services tailored to their unique needs," said Reed.

Huge Group chief operating officer Zak van de Merwe highlighted the important role of Huge NXTGN (pronounced Next Gen) in reshaping the telecoms landscape.

The company says its NXTGN platforms enable businesses to scale and innovate without needing large upfront investments or significant fixed costs.

"By making our next-generation platforms accessible to a broader audience and working closely with partners, we can create opportunities that benefit both Huge Group and the businesses we support," said Reed.

"Our success is indirectly linked to the success of the clients and businesses we support," he continued.

“By providing access to our platforms, we help our clients explore new opportunities and create value in their own specific circumstances, in a manner that best suits their businesses and business models.”