

# Mytown Technologies, a Portfolio Company of TAP Financial Partners, Adds Nathaniel Mahoney

*Ecommerce Veteran Will Lead Online High Street Marketplace*

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/EINPresswire.com/ -- [Mytown](#)

[Technologies Ltd.](#), a technology services firm whose web-based application enables small and medium-sized organizations to market and sell products to local audiences in real time, has added Nathaniel Mahoney as a director on its leadership team. Mahoney will focus on the growth and development of Mytown's Online High Street website and mobile app.



Mytown is a technology services firm whose web-based application enables small and medium-sized organizations to market and sell products to local audiences in real time.

Mahoney was previously area sales and marketing manager for Click It Local, an online marketplace for independent shops whose assets have since been acquired by Mytown. Among his many accomplishments in that role was the generation of £1.5m in annual sales from ecommerce revenue and local authority contracts.

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*Dominic Brookman, CEO of  
Mytown Technologies*

“Nathaniel brings the combination of expertise and experience that's required as we aggressively expand our offerings throughout the UK,” said Dominic Brookman, CEO of Mytown Technologies. “His knowledge of digital marketing, social media, and graphic design are critically

important as he leads Online High Street and builds that marketplace.”

Online High Street (formerly Leapcog) is one of a number of recent acquisitions that have enabled Mytown to directly reach more than a million people, or nearly 2% of the UK population.

It has also secured U.S.-based merchant bank [TAP Financial Partners](#) as an equity partner for [funding](#) and advisory services to help grow its market share.

Mytown's software as a service platform and powerful search directory provides an ecommerce marketplace for independent businesses and place-making/marketing platforms that support local authorities, BID's and small business owners. UK governments have awarded it 12 grants to date for innovation and local business promotion and it recently won contracts with Hammersmith and Fulham councils.

To learn more about Mytown Technologies, visit them at [www.mytowntechnologies.co.uk](http://www.mytowntechnologies.co.uk).

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Dominic Brookman is CEO of Mytown Technologies



TAP Financial Partners is a privately-held, boutique merchant bank providing advisory, restructuring, debt and equity fundraising services, fulfillment, and up-listing advice to a select group of small and mid-sized enterprises.



Online High Street is an ecommerce website and mobile app.

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