

Ex-HTC Execs Form Smartphone Company

Written by Marco Attard
19 June 2013

A pair of former HTC executives hope for mobile success with Kazam, a newly formed UK-based smartphone maker with a focus on the European market and ambitions of "disrupting the status quo."

KAZAM

Former HTC head of UK sales Michael Coombes and ex-UK marketing head James Atkins lead the company, with Coombes as CEO and Atkins as CMO. The two left HTC on March 2013 as the company was going through turnaround woes.

Speaking with CNET Coombes says "Kazam's dynamic structure and focus on local markets means we can react quickly to the ever-evolving and diverging needs of today's consumer," while Atkins claims "we are passionate about delivering a truly positive mobile experience that doesn't just stop once you've bought the phone."

Specifics behind the such plans are a mystery-- neither Coombes nor Atkins mention a launch date, never mind details such as operating systems, handset design or consumer base, not to mention the Kazam website amounts to a stylish logo and an email signup field.

Will a plucky boutique smartphone maker take on Apple, Google and Samsung titans... and survive? The more pessimistic might answer in the negative but we will learn more once Kazam turns talk into actual product come late 2013.

Go [Kazam](#)

Go [Ex-HTC Execs Can't Quit Phone Game, Create Startup Kazam \(CNET\)](#)