

March 2012

## QA SOFTWARE ANNOUNCES NEW STRUCTURE

Leading SaaS provider, QA Software recently announced the appointment of **Robert Bryant** as General Manager, Sales and Marketing.

With a rich background in management and leadership of marketing and sales operations, and with more than ten years' international sales and marketing management experience, including General Management for one of Australia's leading Research firms – IBISWorld - Robert brings to the role strong management and sales leadership skills.

In addition to his management background Robert's experience in corporate PR and media representation for business service and FMCG brands brings a new dimension to QA Software.

In making the appointment, CEO, Russell Mortimer said, "Robert will be charged with meeting the new challenges of the significant growth of the company and ensuring effective delivery of products and services to exceed market expectations.

"At QA Software, Robert's role will pivot around leading a highly skilled and growing team of business development professionals committed to building sustainable long term client relationships by understanding their information management needs."

With a strong background and education in systems management as well as marketing, Robert has a passion for technology and its application to provide innovative, commercial solutions. Working closely with the CEO and the management team to drive a continued program of product development and service delivery, Robert's focus will be on ensuring that QA Software remains at the forefront of the industry.

Other appointments at this fast-growing company include the promotion of long-term member of staff, **Yoganathan Sivaram** to Chief Technical Officer and the appointment of **Jenny Potts** as Manager – Product Support.

"The unprecedented growth at QA Software over the past two years has brought about a need for consolidation of our direction and a need to refocus on every aspect of Sales and Marketing. In addition, 2012 is seen as a year of opportunity, while at the same time ensuring that our customers' needs remain as our number one priority," said Mr Mortimer.

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