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Press Release Compart

Sally Gallagher Assumes Responsibility for World-wide Marketing at Compart with a Strong Focus on Supporting International Sales

May 25, 2012

[Böblingen, Germany, May 25, 2012] – Sally Gallagher assumes responsibility for world-wide marketing at Compart with a strong focus on supporting international sales

Since the beginning of May this year, Sally Gallagher has taken over the role as new Marketing Director at Compart. In this role one of her key priorities will be intensified international expansion, new market entry and demand generation.

Sally Gallagher: "Compart already enjoys an excellent reputation as a leading provider of solutions and services for the optimization of Output Management. This is a strong foundation from which to strengthen our international position and increase our market share."

Compart will continue to drive demand generation marketing campaigns in our traditional markets and regions where we have established a solid and respected customer base. In addition we are experiencing great interest from and see enormous market potential in the Latin American market, where customers in countries such as Brazil and Argentina, are showing great interest in the Compart proposition.

As a seasoned Technology Marketing professional, Sally brings over 16 years international marketing experience to Compart. Her experience has been gained working for IT and Technology companies such as HP and Accenture, where she was responsible for Brand, Global campaigns and Demand generation.

Most recently Sally was employed by Equinix a leading Provider of Data Centre Services and Solutions. As European Marketing & Communications Director, her remit was to drive brand awareness for Equinix and position the company's services in the Finance, Networks, Cloud Computing and Content & Digital media sectors. Her team's goal was to develop strong

ecosystems of customers in each of these sectors via integrated marketing campaigns with a focus on qualified lead capture.

The experience that Sally brings to Compart should serve her well in working closely with the Regional sales teams to identify new market opportunities and drive additional revenue.

„The potential for Compart to further expand its international footprint is enormous. The unique combination of technological excellence, an unparalleled product portfolio and roadmap, and the intellectual capital within Compart are strong assets that will be critical to underpin our expansion plans. I am impressed by the power of innovation I have witnessed at Compart, not to mention the inherent ability to respond to and drive market trends. The trends I see in the market today, play to Compart’s strengths, so from a marketing perspective it is a very exciting time for me to join Compart.”

Image: Sally Gallagher



Caption: Sally Gallagher assumes responsibility for world-wide marketing at Compart with a strong focus on supporting international sales.

About Compart

Headquartered in Germany, Compart is a leading global provider of Output Management Solutions with subsidiaries throughout Europe and America.

The most effective solutions in the field of Output Management are characterized by Compart's scalable and platform-independent DocBridge® software solutions that enable both high performance processing and optimization of documents and data streams from different sources.

With unparalleled industry experience, for two decades, Compart has consistently demonstrated the ability to help businesses with flexible and efficient processing of high-volume data and document flow – delivering bespoke output via the chosen channel such as printers, archives, emails, hybrid email solutions or web-portals.

The Compart DocBridge® product range enables enterprises of all sizes to deliver accurate, high quality and timely communications to each customer through their preferred output channel – enhancing customer loyalty and driving operational efficiency. Functionality spans, but is not limited to optimization, conversion and modification of document formats with the ability to view and compare of identical document content albeit in a different format.

Compart' Technology, Support and Project Management teams serve more than a thousand clients in 42 countries worldwide across the banking, insurance, retail, print services, telecommunications, utilities and healthcare industries. The company is recognized as an industry leader for innovation.

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