

## CLIENT NEWS

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### IRIS appoints new Group Marketing Director

IRIs, the largest privately owned software and services business in the UK with market leading positions in a number of key sectors including accountancy practices, law firms, not-for-profit and healthcare, has announced the appointment of David Pinches as its new Group Marketing Director.

David joins IRIS with over twenty five years experience of the software sector. Formerly, he held the position of Head of Software with the Sage Group Plc.

Having progressed from a technical background through support, sales and into senior marketing, general management and director level roles, his experience includes business application software across the SME and large enterprise sectors with Lotus Development (now part of IBM), Software Publishing Corporation and QSP.

David will be responsible for the strategic development and marketing of the IRIS product range with a specific emphasis on the investment it is making in the next generation of online applications.

Martin Leuwe, CEO, said: "David has worked with some of the largest software brands and it is a coup for us to have secured his insight and experience. He is an invaluable addition to the Executive team."

David commented: "I am delighted to be joining such a strong business at this important stage of its development. IRIS benefits from a unique competitive advantage as a sector specialist with leadership positions in the markets it operates in; providing 'mission critical' software to over 60,000 businesses. I am looking forward to working closely with the Product Management team to enhance the investment our customers make in our software and services and to increase their productivity through SaaS and other web-based services."