

FOR IMMEDIATE RELEASE

## **Invenio recruits new Director of Marketing**

**Global expansion plans sees experienced SAP Partner Marketer, Laura Coles, join the executive team at Invenio Business Solutions**

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*images available on request*

**LONDON, UK – 13<sup>th</sup> January 2009.** Invenio today announced that Laura Coles has joined the business as Director of Marketing with immediate effect. Laura joins the group to head the global marketing function, and will help promote the business and develop new opportunities within the global SAP user community.

Laura's most recent SAP experience includes six years as Marketing Manager for Europe's leading SAP Business One partner - Sapphire Systems plc – where she helped grow their SAP practice from a standing start to becoming the largest and most respected reseller in the UK. Other roles include Head of Database Marketing at Business Intelligence leader Hyperion and a variety of marketing roles at some of the City's most exclusive investment banking and professional services firms.

Partho Bhattacharya, Invenio's Managing Director said "Invenio have a team of enormously talented SAP experts that deliver our extensive portfolio of services. We must communicate these capabilities to maximum effect so that we can ensure SAP users across the globe are aware of the benefits we can bring to their organisation. All too often SAP users are paying an unacceptably high price for projects that are inadequately resourced or that are staffed by an inexperienced and under-qualified team. It's Laura's job to communicate that, with Invenio, this needn't be the case."

An additional part of Laura's remit is to manage and monitor customer satisfaction levels within Invenio's customer base. Laura says: "Customer satisfaction is the responsibility of everyone here at Invenio but it is my intention to work closely with our customers to ensure that everything is running smoothly and that we are meeting their expectations in terms of service quality and project delivery. As a people business that wants to grow and thrive, it is vital to have customers who are happy with our service so that we can continue to expand our operations based upon real success".

On her decision to join Invenio, Laura says "joining a company that is so absolutely committed to providing a first class service is a great opportunity for any marketer as it affords so many opportunities to promote a positive message of customer focus. I am looking forward to helping the business acquire more customers through promoting our innovative, best in class service portfolio. "

**About Invenio:** Invenio offers best-in-class service offerings to SAP customers at a sensible price point – without compromising on quality. Our service portfolio includes global SAP support and maintenance, customisation and development, upgrades and implementations, training, industry solutions and product enhancements. Formed in 2006 the company operates from locations in London and Reading, UK and Mumbai and New Delhi, India. The company's ethos of providing the best SAP talent within a fixed-cost, fixed-scope contract, has helped us to acquire a reputation within the industry for service excellence, and has led to a number of blue-chip companies retaining our services for all their SAP requirements. [www.invenio-solutions.com](http://www.invenio-solutions.com)