

## **Pitney Bowes Business Insight Appoints Simon Kent as Business Operations Director, Northern Europe**

*Microsoft veteran spearheads drive to better serve customer needs in key markets*

Windsor, Berks UK, 11 February 2010 – [Pitney Bowes Business Insight](#) (PBBI) – a global provider of location intelligence, data management and customer communication management software, data and services – today announces the appointment of Simon Kent to the newly created role of Business Operations Director, Northern Europe based out of the company's EMEA headquarters in Windsor. Kent reports directly into Gary Roberts, Regional Director, Northern Europe and Managing Director UK and Ireland.

To support the company's continued expansion into vertical markets, Kent is charged with extending the existing role of PBBI's Business Operations Team to get closer to customers and better serve their needs across Northern Europe.

Kent joins PBBI from Microsoft, where he most recently served as UK Sales Programme Manager responsible for account planning, business scorecards and driving customer deployment activity. During his 12 years at Microsoft, he also held a number of strategic roles including telesales management, specialist sales management, head of service industry sales and UK licensing manager.

"This is an exciting time to be joining PBBI as the company increases its focus on key industry sectors including public sector, financial services, insurance and telecoms," states Kent. "The needs of our customers are becoming increasingly complex as they unlock the value of their data assets to drive deeper business understanding and improve competitive performance. I am confident that my extensive experience of selling to large and medium sized organisations, and of steering complex software and services contracts through to completion, qualifies me to deliver on PBBI's operational sales objectives in Northern Europe."

Gary Roberts adds, "As we further develop our Enterprise Sales Team, the requirement of managing Business Operations in Northern Europe increases dramatically in order to drive the levels of control, efficiency, accuracy and professionalism that our customers demand from PBBI."

Roberts continues, “Simon brings unrivalled experience of direct selling into enterprise customers and understanding the business and technology drivers. Coupled with his eye for detail, excellent analytical approach and a passion for driving professional, efficient sales processes, Simon is a welcome addition to the PBBI team in Northern Europe.”

While completing his degree in Engineering and Management at the University of Strathclyde, Simon was fully sponsored by Michelin Tyre Company, where he worked for six years. Following this, he spent eight years in pre-sales and sales at IBM and three years with insurance solution company Continuum (now part of CSC) prior to joining Microsoft.

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For further information, please contact:

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### **About Pitney Bowes Business Insight**

Pitney Bowes Business Insight (PBBI) is a division of Pitney Bowes Inc. (NYSE: PBI). PBBI provides a unique combination of location intelligence, data management, and customer communication management solutions that enable organisations to make more informed decisions about customers, competition and market expansion. With the industry's most comprehensive set of solutions for maximising the value of customer data, PBBI provides the tools required to more effectively locate, connect and communicate with customers and citizens in today's global markets. Leading organisations rely on PBBI solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth.

For more information visit: [www.pbinsight.com](http://www.pbinsight.com)

### **About Pitney Bowes**

Pitney Bowes is a \$6.3 billion global technology leader whose products, services and solutions deliver value within the mailstream and beyond. Founded in 1920, our company's 35,000 employees deliver technology, service and innovation to more than two million customers worldwide.

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