

## **Pitney Bowes Business Insight Restructures EMEA Organisation to Better Meet Regional Market Demands and Customer Needs**

*Company Will Be More Flexible and Responsive Across EMEA Region*

Windsor, Berks UK, 2 March 2010 – [Pitney Bowes Business Insight](#) (PBBI) – a global provider of location intelligence, data management and customer communication management software, data and services – today announces a major restructure of its EMEA organisation, driven by a desire to provide better on-the-ground support to all territories within the region. By deploying available resources more efficiently and providing greater access to knowledge and expertise across the region, PBBI will not only be able to provide superior levels of service to its existing customer base, but also develop new and emerging markets more quickly.

Commenting on the rationale behind the restructure, John O’Hara, Executive Vice President International at PBBI said, “Organisations in both the public and commercial sectors need to unlock the value of their data assets in order to more accurately locate market and customer opportunities and to connect this insight to their business operations as a means to more effectively communicate and engage with their audiences. We need to ensure that our EMEA operation is as responsive and effective as possible to meet customer demands for innovation and service. As such, it is vital that we align the structure of our organisation with the business needs of the companies we serve.

O’Hara continues, “In particular, they need to stay close to their customers and understand the trends that influence and drive their buying decisions. In this regard, extended CRM applications have become a critical element of competitive enterprise strategies, enabling organisations to better target, acquire, understand, retain and collaborate with their customers. As well as complementing their existing CRM processes, we also need to help our EMEA users to understand how new developments such as cloud-based services can add value to their operating models.”

As part of the restructure, PBBI has organised its EMEA territories into North, South, Central and Emerging regions, each with its own Regional Director. These are as follows:

In the **North Region**, UK, Benelux & Nordics is headed up by **Gary Roberts** as Regional Director North Region and Managing Director of UK & Ireland. Roberts joined PBBI in 2008 from Microsoft where he was Director of Retail, Manufacturing & Service Industries for the company's Enterprise and Partner Group in the UK.

In the **South Region**, France, Spain, Italy & Portugal is headed up by **Didier Mamma** as Regional Director South Region and General Manager France. Mamma has recently joined the PBBI EMEA leadership team from Progress Software where he was responsible for EMEA strategy and business development.

In the **Central Region**, Germany, Switzerland & Austria is headed up by **Michael Arthen** as Regional Director Central and General Manager Germany. With a tenure of four years at PBBI, Arthen makes the transition to this new role having previously headed up PBBI's Location Intelligence business in the Central Region.

The **Emerging Markets Region** is headed up by **Luis Barreiro** as Regional Director Emerging Markets responsible for emerging geographies including Middle East, Africa, Eastern Europe, Russia, Greece, Turkey, Israel and India; new industry solutions; and business development within the region. Having been with the company for the last eight years, Barreiro brings extensive, pan-European experience in sales management and business development to this new role.

All Regional Directors report directly into John O'Hara, Executive Vice President, International. To further support PBBI's operations in EMEA, the role of EMEA Alliances & Partner Director has also been created, responsible for all partners, OEMs, VARs, ISVs and System Integrators across the EMEA region. PBBI expects to confirm an appointment to this role in the near future.

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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.

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