

## **Pitney Bowes Business Insight Appoints Gary Roberts as Executive Vice President, EMEA**

Windsor, Berks, 24 September 2010 - [Pitney Bowes Business Insight](#) (PBBI), a global leader in location intelligence, data management and customer communication management software, data and services, today announced the promotion of Gary Roberts to Executive Vice President, EMEA.

Having been with PBBI for just under three years, Roberts most recently served as Managing Director, UK & Ireland and Regional Director of Northern Europe, where he was responsible for 60% of PBBI's EMEA revenues. Previously Director of Retail, Manufacturing and Services at Microsoft, Roberts brings invaluable experience in IT strategy for customer growth and development to his new role.

Reporting to John O'Hara, President, Pitney Bowes Business Insight, Roberts will have full P&L responsibility for all PBBI products and services across EMEA. As a member of the PBBI Executive Leadership Team, he will also continue to play a pivotal role in promoting and developing the organisation's highly complementary location intelligence and customer communications management product portfolio across the key vertical sectors.

"Gary's proven track record of success as Managing Director for the UK & Ireland has shown him to be an asset of great value to our organisation as a whole," said John O'Hara. "We're delighted to be giving him the platform to apply his valuable insight across EMEA."

"I firmly believe that location intelligence and effective customer communication management solutions are vital to the sustainability and growth of every commercial and public sector organisation," added Gary Roberts. "I'm delighted at the opportunity given to me in my new role to apply my existing experience to meet PBBI's key business challenges."

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

Pitney Bowes Business Insight, a division of Pitney Bowes Software Inc., a wholly-owned subsidiary of Pitney Bowes Inc., helps organisations to acquire, serve and grow customer relationships. Our leading-edge solutions in the areas of Customer Intelligence, Customer Communications and Customer Care enhance our customers' operational systems and workflows, enabling them to manage their customer relationships more effectively. We offer unique and compelling capabilities, including location intelligence; GIS; predictive analytics; data quality, management and integration; and customer communications management. In combination, our solutions and capabilities deliver customer insights that create competitive advantages. Leading companies, government agencies and systems integrators rely on our global expertise and decades of leadership to improve their operational effectiveness and business results. Visit [www.pbinsight.co.uk](http://www.pbinsight.co.uk) and [www.pb.com](http://www.pb.com) for more information.

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