

## **Promax enriches team in Central Europe**

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On July 1<sup>st</sup> 2009 Australian Trade Promotions solutions specialist, Promax ([www.promaxtpo.com](http://www.promaxtpo.com)), expanded its operations to Central Europe with the addition of Andreas Enders as President Central Europe. Since then Andreas has succeeded in generating a lot of interest in the European market and Promax Central Europe is expecting a number of projects to materialize during the next couple of months. To ensure high quality implementations Promax Central Europe has now appointed Tim Hall as VP Customer Solutions.

Tim is a recognized and respected industry expert. He started his career at a leading TPM vendor seven years ago and recently held the role of product manager for TPM/TPO solutions. His past experience provides him with broad knowledge of the CPG industry and its requirements in regard to trade promotion solutions in Europe, North America and APAC. Tim holds both an English and a German passport and has spent the majority of his life growing up and working in Germany. Completely fluent in both languages and at home in both cultures his focus will be directed at successfully deploying customer solutions at Promax Central Europe.

Andreas Enders, President of Promax Central Europe, said: "I'm very pleased to announce that Tim Hall will join Promax on the 1<sup>st</sup> January 2010. This is a major milestone in building a well known and recognized world class TPM/TPO team. I've worked with Tim in the past and I know him as a passionate, result-driven individual with deep knowledge of the TPM/TPO space. It will be fun having him on board acknowledging that future customers will benefit from his move."

Don Nicol, CEO and co-owner of Promax, stated in addition: "We are proud that Tim has decided to join our organization. Andreas has made a dramatic impact and adding Tim to our Central European operations means we have established a leading world class team which will certainly make it happen for our future clients in Central Europe."

Tim commented "Promax PX is an outstanding solution and I have complete confidence that we will be able to leverage the potential of Promax in key Central European markets. I'm very excited to be joining a very dynamic company and my mandate is to enable Promax customers in Central Europe to benefit from a leading TPM/TPO suite – I am sure we can!"

### **About Promax**



Promax Applications Group (PAG) is a world-leading specialist in trade promotion planning, management, and optimization solutions. With headquarter operations based in Australia and offices now in Central Europe and the United Kingdom, PAG boasts an impressive stable of global consumer goods companies such as Kraft, L'Oreal, Heinz, Johnson & Johnson, Beiersdorf, Schwarzkopf and many others. Our solutions are the result of more than twenty years experience working in close collaboration with leading consumer goods manufacturers, retailers and distributors.

The Promax solution, including Promax<sup>®</sup> PX and Promax<sup>®</sup> AnalytX, has been designed to allow a seamless, automated process to Track, Predict and Optimize promotions and trade spend. It incorporates the most sophisticated tools to maximize a client's return on trade spend investment, and deliver optimal outcomes for retail partners.

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