



Media Release

Promax continues to attract new talent

Sydney, Australia – May 11, 2010 - Promax (www.promaxtpo.com) Trade Promotion Management (TPM) & Optimization (TPO) solution specialist, continues to attract new talent with the addition of Jennifer Mavay to their specialist Consulting team.

Jennifer brings a wealth of CPG experience with 11 years at Nestle implementing Promax and CRM solutions as well as her recent role as Project Manager and Administrator of the TPM initiative at Stuart Alexander & Co.

With a Bachelor of Commerce (Management) from the University of Western Sydney, Jennifer started her career as a Legal Executive. With a desire to move into more diverse fields such as Consumer Behaviour and Trade Systems, Jennifer joined Nestle working in numerous international offices in the IT solutions area.

Don Nicol, CEO and co-owner of Promax Applications Group, said "We are very pleased to welcome Jennifer to the Promax team at this exciting time in the company's global growth. Jennifer's unique mix of IT solutions knowledge and implementation processes combined with her ability to understand our diverse range of customers' needs, will be of great value to the company. I am pleased that our mission to build a world-class global software company and become an international employer of choice is well on track."

Jennifer commented "I enjoy helping a business understand and refine processes and delivering a solution like Promax to achieve their objectives. A system shouldn't overwhelm a company; it should be intuitive, value-adding, user-friendly and remove the need for people to perform manual tasks so they can utilise their time more effectively. I've used systems from both ends of the spectrum – and Promax is still the best I've used. It's nearly ten years since I began my association with Promax and I am delighted to finally work for the company'.

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, the United Kingdom and North America, 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® PX and Promax® 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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