



## Media Release

# Promax appoints President to their Americas operations

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Atlanta, USA – July 1st, 2010 - Promax ([www.promaxtpo.com](http://www.promaxtpo.com)) a world leading specialist in Trade Promotion planning, management and optimization solutions (TPM & TPO), today announced the appointment of Alan Miller as President of Promax Americas.

With a proven track record for successfully establishing international software companies in the Asia Pacific and US markets, Alan Miller is well positioned to propel the launch of Promax in the Americas.

“I have known Alan for many years from when we were colleagues at Mercia Software. He brings to Promax his experience of the establishment of a successful beachhead in that company combined with a successful sales career in the US.” commented Don Nicol, co-owner and CEO of Promax. “Working his way from the Solution Delivery to Sales and General Management, Alan understands the complexity and demands of a global software business. His extensive experience in this industry together with his ability to recognise the diverse requirements of our customers and their businesses’ evolving needs will spearhead our growth. I am thrilled to have Alan join the Promax team as his enthusiasm, business skills and leadership make him ideally suited to this important role”.

Originally from Scotland, Alan holds a B.Science (Hons) in Mathematics from Glasgow Caledonian University. Moving to Singapore and then Atlanta to head up ground breaking start up companies in the software industry, Alan now calls Atlanta home.

Alan commented, “I look forward to joining Promax and its experienced international team. This world-class TPM & TPO solution will bring to the US market a software solution with a fresh and intelligent approach to trade funds management. Unlike many global software solutions that have limited capability in many business functions, Promax specialises purely on the CPG businesses second largest cost. From my past experience in Demand Planning and Supply Chain management arenas, the impact of Trade Promotions and the ability to accurately forecast the associated up-lift from these activities is often overlooked or misunderstood. Promax offers an extremely comprehensive tool which is highly graphical, user friendly and therefore enjoys rapid user acceptance and fast ROI”.

Promax bounces off to a great start in this challenging market with the recent announcement of the commencement of the implementation of the Promax PX at Dial Corporation, a company of Henkel in North America. This is the one of a number of global CPG companies that recognize the outstanding capabilities of the Promax solution for managing Trade Promotions and optimizing trade spend in their global markets.

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## 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, New Zealand, Central Europe, the United Kingdom and offices now in North America, PAG boasts an impressive stable of global consumer goods companies such as Kraft, L'Oreal, Heinz, Johnson & Johnson, Beiersdorf, Henkel 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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