



**SYNAXON**  
LIMITED

**PRESS INFORMATION  
FOR IMMEDIATE RELEASE**

**SYNAXON INVESTS IN PEOPLE TO DRIVE MEMBER SERVICE**

**Warrington, 14 January 2015** – Dealer services group Synaxon has announced a number of personnel changes that underline its commitment to supporting and driving great customer service for its members.

Mike Barron, who joined the group last April as Channel Manager has been promoted to Channel Director, with full responsibility for supplier partnerships and relationship development.

Rob Hawcroft has rejoined Synaxon as Business Development Manager for the North having spent over a year working for a family business. Hawcroft was one of the earliest recruits to the Synaxon UK team, joining in 2009, only a few months after the organisation was set-up in the UK (at the start of 2009).

Synaxon is also welcoming back Sara Plunkett, who returns to the Customer Services team after maternity leave. Sara's main focus will be on working with vendor and distributor partners to ensure that Synaxon members receive the best channel support available. Her temporary replacement, Milly Coates, is also being retained to add further strength to the service team.

In addition, Synaxon has offered a full-time post to Technical Apprentice, Ben Appleton, who has been working on the group's marketing, including all social media and e-marketing activity for the past 21 months. He has also been running Synaxon's *iTrends* programme, which generates monthly emailers and a quarterly printed brochure for members. Ben is due to finish his university studies and two-

year apprenticeship with Synaxon in March and will now take up a permanent position from the start from April 2015.

Derek Jones, Managing Director of Synaxon UK, comments: “We are driving our member services by investing in good people. It’s great to be welcoming back Rob and Sara, both of whom are well-known by our members, and we’re delighted that Mike has taken on added responsibility for developing our supplier partnerships. He has done a superb job over the past nine months and as we continue to develop our alliances with vendors and services suppliers, he’ll play a pivotal role in our development.

“Synaxon is a real team and everyone – along with our members – contributes to our advancement as a group. We’re getting closer to our members all the time and helping them in more ways than ever. With the strong team and work ethic we have and the selfless dedication of every one of our people, I believe we’ll become even stronger in 2015.”

Synaxon is planning to introduce many new services in the coming year, says Jones, and will also be looking to add to its present 630 members. “We have a great deal to offer and we’ll be happy to arrange a personal visit for any reseller or dealer that would like to find out more about how Synaxon can help them to buy better, sell more and reduce costs.”

Synaxon can be contacted on 0844 481 5844 or by emailing [members@synaxon.co.uk](mailto:members@synaxon.co.uk).

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### **About Synaxon**

Synaxon is Europe’s largest grouping of independent IT resellers and system houses. It provides a range of services that enable resellers to enhance their marketing and build a strong presence in their chosen market and take full advantage of the extensive stock-holding and supply-chain capabilities of distributor and vendor partners. Synaxon partners have exclusive access to the unique EGIS

(Enterprise Global Information System) on-line purchasing and information platform, through which they are able to locate, check availability and order products from Synaxon supplier partners. In addition, Synaxon provides a range of pro-active marketing services which reseller members can use to drive sales activity.

Synaxon is already well-established in Germany, where it has nearly 3000 partners that generate around €3 billion of gross external sales annually, representing 15 per cent of the German market. Through EGIS, these member partners have access to more than 200,000 products from over 200 distributors. Synaxon UK was established in September 2008 (fully launched in January 2009) and now has a UK reseller membership of 630 independent resellers with combined revenues of around £700 million of gross external sales.

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