



SYNAXON
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SYNAXON INVESTS TO SUPPORT MEMBER GROWTH

Nathan Addison returns to drive cloud business development – appointment of experienced marketing manager underlines channel services group’s commitment to getting results for its partners

Warrington, 03 March 2017 – Synaxon UK underlined its commitment to driving growth for its members and partners by making further investments in its senior UK team. The leading channel services group has welcomed back former UK Channel Manager Nathan Addison as its new Cloud Business Development Manager, and recruited the experienced Lisa Winstanley as Marketing Manager.

Commenting on the new appointments, Derek Jones, Managing Director of Synaxon UK, said: “This is the right time to be investing in and strengthening our team. Nathan will already be a familiar face and voice to many of our members and partners, and bringing Lisa in with her extensive experience of driving campaigns that get results, will be a great asset to our business.

“We have big plans for 2017 and our focus will be very much on driving higher levels of customer service and engagement. We want to get even closer to our members and make sure that they are getting everything they can out of Synaxon. This year we aim to bring many more of them into the circle and raise awareness of the advantages to be gained by making full use of EGIS, ITrends, Clic2IT and all our other services. We also want to bring more partners on board with TrustATec; that’s absolutely flying now and performing well above our expectations.”

Nathan Addison has returned to Synaxon UK after spending two-and-a-half years running his own consultancy business, during which time he carried out several special projects for the

group. He has now come back full-time to focus on driving cloud services. “With all members now looking to build their managed services and cloud business, this is an exciting time to be returning to Synaxon UK”, Addison stated.

“Synaxon has already enjoyed some significant successes in taking Sage cloud solutions to its membership and we have several new alliances and some exciting plans in place. I’m looking forward to working with our members to help them grow and develop their cloud services business in 2017 and beyond”

Lisa Winstanley brings more than 14 years of experience in the public sector and commercial retail marketing to her new role at Synaxon UK. She was previously Media and Communications Officer for the *Inspiring Healthy Lifestyles* initiative, a social enterprise and charitable trust that works to give people opportunities to change their lives by being active, creative and healthy. Before joining Synaxon she worked for major clothing retailer, Matalan. She brings extensive experience of creating and driving results-focused promotional and social media campaigns, and as Marketing Manager for the Direct Mail team at Matalan, worked with leading-edge agency partners.

“I’m thrilled to have joined such a positive and vibrant organisation”, said Winstanley. “There is such a lot of energy and enthusiasm at Synaxon UK and certainly no shortage of ideas. The prospect of working with the team and our members, helping them to develop their plans and then achieve positive results, is very exciting for me.”

Pictures:

- 1 Nathan Addison and Lisa Winstanley
- 2 Nathan Addison
- 3 Lisa Winstanley

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About Synaxon UK

Synaxon is the UK’s leading services group for the ICT and office products channels. It provides a wide range of services that help its members to grow and develop their businesses. Core services include:

- **EGIS** - Synaxon's procurement and information system enables members to check the availability and pricing and to manage orders with all Synaxon's 25 distributor partners.
- **iTrends** – an exclusive marketing package that provides a quarterly own-branded product catalogue and regular promotional emails.
- **Clic2IT** – affordable, effective ecommerce that enables members to offer products from all Synaxon distributor partners through their own website.
- **TrustATec** – a UK-wide services network that generates new business for partners who offer fixed-fee IT repairs, support and servicing on a localised basis.

In addition, Synaxon provides named account management to all its 600-plus members and works with them to ensure they can access all the support and services offered by Synaxon's vendor, distributor, and both managed and cloud services partners. Synaxon UK's members have estimated combined gross revenues of more than £1bn gross external sales.

Operating from offices in Warrington, Synaxon UK is part of a European organisation, headquartered in Germany, where it has almost 3000 established partners that generate around €3 billion of gross external sales annually, representing 15 per cent of the German market.

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