



## PRESS RELEASE: **New Marketing Manager Joins Silverbear to grow Membership and Health Management Portfolio**

**18<sup>th</sup> December 2010, Guildford:** Silverbear, a leading provider of customer engagement software solutions is proud to welcome Sally Bakhuizen as new Marketing Manager. Sally will work on two of Silverbear's leading software solutions – Silverbear Membership and Silverbear Health. She joins existing Marketing Manager, Kate Oxton, whose focus will remain on their event software offering, evocos.

Whilst other software companies have struggled in the current economic climate, Silverbear has gone from strength to strength in the last two years. This latest appointment is a reflection of an increased period of corporate growth, with Silverbear recently winning a range of high profile clients from Southend University Hospital Trust to Youth Hostel Association to name but a few. Sally comes from a strong IT and marketing background, having previously managed the marketing at Telindus, a network systems integrator, since 2005, and CCTV software developer Petards Ltd since 2002.

Bakhuizen is delighted with her new placement: "I'm looking forward to working with Silverbear and their client base. They are right at the cutting edge of technology, supplying intelligent customer solutions that no one else in the market is offering. My new colleagues are some of the most experienced and enthusiastic I've come across, which not only makes for a fantastic working environment, but goes some way to explain the substantial growth and success Silverbear have experienced in the last two years."

Bakhuizen's role was created in line with Silverbear's growth plans for their Membership & Health solutions. Her key responsibilities will be based around creating a marketing plan for Silverbear's CRM lines of business and to continue building relationships with key partners, such as Microsoft. Bakhuizen also plans to hold a series of seminars and other events to help promote the Silverbear CRM solutions.

For more information on either of Silverbear's CRM solutions, visit

<http://www.silverbearmembership.co.uk> or <http://www.silverbearhealth.co.uk>.



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### **About Silverbear**

Silverbear specialises in customer engagement software. By helping clients to communicate more effectively with their customers, Silverbear helps increase efficiencies and reduces business costs. Spanning process re-engineering, through to software design, development, deployment and testing, Silverbear's skills in project management assists organisations with a user friendly solution, providing rapid returns on investment.

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