

# PAOGA Appoints Chris Graham as Director of Business Development

Submitted by: Devonshire Marketing

Monday, 23 May 2005

---

Key Management Appointment Will Focus on Web Services Operators and Market Demand For PAOGA Platform and Service Offerings

Personal records management specialists, PAOGA Ltd, today announced the appointment of Chris Graham as Director of Business Development. Chris will be responsible for spearheading PAOGA's sales initiatives as the company continues its expansion. Chris will be focusing on commercial opportunities with Web Service Operators offering ASP applications affected by personal privacy and compliance. PAOGA already has a number of Web Service Operator customers in areas such as recruitment, property and project management.

With a proven track record of more than twenty-three years in IT services, sales and marketing across an array of vertical market industries, including Financial Services, Telecoms, Travel, Publishing, Utilities, Retail, Central and Local Government and Defence, Chris brings leadership, energy, analysis skills and a commitment to high quality service to PAOGA. Prior to joining PAOGA, Chris was Sales Director for the UK Government arm of Fujitsu's Consulting practice. Over a two year period, Chris took a leading role in establishing the newly formed Fujitsu Consulting as a recognised player in the UK IT consulting field. This role included developing and delivering the business strategy, recruiting and motivating the sales team, managing existing and new clients. During his tenure, the business turnover grew to approximately £20M.

As well as having a wealth of experience in large corporate roles, Chris also has considerable experience in start-up roles. He played a key role in setting up a GIS software company for ICL in the US in the 1990's, returning to the UK in 1995 to help develop ICL Interactive's new business in Internet publishing and delivering the world's first online academic journals service. Later he held the position of Director of B2B Services, establishing a portfolio of e-trading hubs in Ireland, Finland and with the UK Government.

Graham Sadd, Chairman and CEO, PAOGA, stated, "Chris has an excellent understanding of alliances and partnerships, which fits perfectly with our strategy of working with Web Service Operators on a shared risk and reward basis. We're seeing tremendous interest from customers operating in compliance driven industries, such as the property sector, healthcare, construction, finance, pharmaceutical and transport."

PAOGA uses the ubiquity of the Internet to give individuals total control over their personal data. By giving access, control and responsibility of personal data back to the individual, PAOGA reduces and automates unnecessary bureaucracy, automatically compiling a complete record of all interactions with various organisations, as well as the ability for individuals to supplement this data with their own preferences and plans.

Organisations and government agencies across all industry sectors currently build individual database applications and architectures. All of these systems are driven by the organisation to the individual,

and all suffer from poor data quality, massive duplication of systems and are difficult to manage, let alone comply with legal standards. PAOGA turns this relationship 180 degrees, putting the individual in charge of their own data and granting companies access to their personal data on their own terms, thereby shifting the protection offered by the Data Protection Act back to the owner of the data, rather than threatening users of the data with stringent financial penalties.

Web Services Operators are now licensing the PAOGA platform to take to market data management applications in specific vertical and horizontal markets, offered to individuals on a 'pay as you go' basis.

#### About PAOGA Ltd

Founded in 2002, PAOGA Ltd provides the global technology platform that enables Web Service Operators to deliver secure Personal Knowledge Banks for an individual's data. PAOGA's core asset is the PAOGA platform which is an IT architecture and infrastructure. The company licenses access to the platform to Web Services Operators who are building applications for specific horizontal and vertical markets marketed directly to end users. PAOGA plans to become the trusted global repository for personal data, and is currently working with a number of Web Services Operators in the areas of Property, Project Management and Recruitment. [www.paoga.com](http://www.paoga.com)

For further information, please contact:

Vanessa Land

Devonshire Marketing Consultants Ltd

Tel: +44 (0)870 242 7469

Email: [vanessa@devonshiremarketing.com](mailto:vanessa@devonshiremarketing.com)

