

# Tony Brennan promoted to focus on financial services for Siemon in EMEA

Submitted by: Turtle Consulting Group

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Siemon, the network infrastructure specialist, is pleased to announce the promotion of Tony Brennan to regional finance market manager for EMEA with the company.

Previously holding a senior sales position within the company's global accounts operation, Tony, who has five years experience with Siemon, will be promoting the firm's high performance structured cabling to the financial systems and services marketplace.

Prior to joining Siemon, Tony held technical sales positions with a variety of internationally-acclaimed carriers, including Australia's Telstra and Ireland's Eircom, and has a degree in electronics from Manchester University.

"My technical background will stand me in good stead for my challenging new role, which will take me to customers in many of the major financial centres in the EMEA region including, of course, London and Frankfurt, which have established an unrivalled reputation as centres of excellence in their own right," he said.

"The finance market requires some of the highest performing solutions available and is a perfect fit for Siemon. Our Category 7 TERA system offers these companies a copper cabling infrastructure capable of supporting today's applications and those that are delivered over the next 10-15 years. This helps future proof the network as much as possible and this high performance combined with Total Cost of Ownership is something finance companies take particularly seriously," he explained.

Tony will report directly to Mark Hawkins MBA, Siemon's global finance market manager, who was appointed by the company last October.

"Tony brings a wealth of experience to our growing range of financial customers, who have very specific requirements in terms of infrastructure and a history of leading other sectors in the adoption of the highest technology systems," said Hawkins.

"We're very pleased to have someone with Tony's calibre and depth of sales expertise on board to cater for the needs of our growing number of highly demanding financial services customers. His addition to the team will greatly assist customers as they seek to harness the benefits of our market-leading network infrastructure technology," he added.

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Notes to editor:

About Siemon

Established in 1903, Siemon™ is an industry leader specialising in the manufacture and innovation of high quality, high-performance network cabling solutions. With global offices and partners throughout the world, Siemon offers the most comprehensive suite of copper (unshielded and shielded twisted-pair) and fibre cabling systems available and is one of only three network cabling infrastructure companies worldwide with true global partnership capabilities. With over 400 active patents specific to structured cabling, Siemon Labs invests heavily in R&D and development of industry standards, underlining the company's long-term commitment to its customers and the industry.

[www.siemon.co.uk](http://www.siemon.co.uk)

The photograph which accompanies this release can be downloaded here;

<http://fs.turtleconsulting.co.uk/PICS/TSC0247TonyBrennan.JPG>

For further press information please contact:

Turtle Consulting Group

Wendy Harbutt on 070 7470 7053 or Phil Turtle on 07074 707080

e-mail: [wharbutt@turtleconsulting.com](mailto:wharbutt@turtleconsulting.com) or [phil.turtle@turtleconsulting.com](mailto:phil.turtle@turtleconsulting.com)