

Datanomic Appoints Peter Bragg To Drive New Market Sector Growth

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Increasing Market Demand for Datanomic's dn:Director "Fit For Purpose Data" Software

Enterprise data management specialist, Datanomic Ltd, today announced the appointment of Peter Bragg to Datanomic's commercial team. The latest appointment follows increased demand for Datanomic's dn:Director software globally. Peter will be responsible for Datanomic's business in the Central Government, Pharmaceutical and Travel/Transport/Logistics sectors.

Peter, a seasoned IT professional with over 20 years experience of new business solution sales, has spent the last five years selling into a number of sectors including financial services. A proven professional with a track record of over-performance, Peter started his IT career at IBM. He has since held senior roles and until recently was a Senior Account at eGain Communications. Previously a Co-Founder and Director of solution reseller, Ovidium, Peter has also been the Country Manager of Mindjet UK and a New Business Development Manager at Remedy.

"Peter came to our attention because of his strong execution skills, proven consultative selling experience and his ability to spearhead business development into growing sectors," said Dr Jonathan Pell, CEO, Datanomic Ltd. "We expect 2009 will be another successful year for Datanomic as we continue to expand our market share. We look forward to working with Peter."

Datanomic's flagship enterprise Data Quality management software, dn:Director, helps organizations save money, streamline business processes, reduce waste, delight customers and seize more opportunities. dn:Director enables organizations to discover the problems in their customer, product or compliance data and take action to correct them - across all databases, regardless of vendor. dn:Director offers a comprehensive interactive learning environment for organisations to profile, audit, cleanse, parse, match and merge both structured and unstructured data, using clearly defined processes and full accountability to data owners and stakeholders. Using the data quality management and reporting features of dn:Director, enterprises have gained measurable business benefits such as reducing the costs and manual efforts of ensuring data is fit for purpose and implementing effective solutions to data issues caused by market and regulatory changes.

About Datanomic

Datanomic's holistic approach to delivering fit-for-purpose data and screening accuracy enables its growing list of global blue chip clients to achieve a rapid Return on Investment, by exposing and correcting deficiencies in information their businesses rely upon, and by discovering potential regulatory and legislative compliance data issues in line with proactive risk management. Our clients come from a wide spectrum of industries including financial services, telecommunications, government, healthcare, utilities, professional services and engineering.

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