

# Advertising systems specialist Lineup appoints top Sales Director

Submitted by: Kelso Consulting

Thursday, 21 June 2012

---

Lineup Systems, the leading international provider of web-based advertising and CRM systems, announces the appointment of one of the top salesmen in its sector.

Sales Director, Patrick Venn joins from Atex - a direct competitor - where he was responsible for sales throughout EMEA. With over 30 years' experience in operational and sales roles in the publishing industry, his appointment will further propel Lineup's growth. Patrick's role at Lineup will be predominantly client facing and involve growing new business by working with major publishing and multi-channel media companies world-wide.

Patrick said "I have seen numerous advertising software solutions over the years but Lineup's products are the real-deal. They are specifically developed for media companies and have delivered massive returns for all of Lineup's customers. Working with Lineup has given me a real sense of excitement.

"Lineup has great vision and is innovation-led with real web-based products that deliver value into businesses. I am surrounded by an international team who are experts in print, digital and broadcast."

Michael Mendoza, CEO at Lineup, said: "Patrick has fantastic credentials that make him one of the top sales people in our industry. It's great to have Patrick's extensive experience on board to help us to continue to grow our company. We are confident that Pat can communicate to his customer base how we differentiate our products as true web-based solutions that are relevant for the modern media companies and deliver real value to our customers."

Lineup delivers powerful collaborative sales tools designed for multi-channel media companies in print, digital and broadcast. Lineup's clients include the world's biggest publisher, Metro International, and the UK's largest regional publisher, Archant.

---ENDS---

Photographs:

Attached

For any further information or to speak with Pat Venn or Michael Mendoza of Lineup, please contact:

James Wright: 020 7242 2286 jamesw@kelsopr.com

(Kelso Consulting, PR advisor to Lineup)

Notes to editors

Lineup Systems is an innovation-led company, specialising in the development of digital advertising management, media solutions and services which can be hosted, web-based or Cloud-based.

Its clients include Metro International, Time Out London, Time Out New York, The VICE Group, Archant, Village Voice Media Holdings, and Abu Dhabi Media Company.

Lineup Systems' AdPoint products are installed across 28 countries in 19 languages, and support more than 96 of the world's leading publishers in achieving their goals. Over 300 print and online titles rely on Lineup Systems' for their advertising, planning, editorial, pre-press and content management

needs.