

# Ecometrica boosts executive team with London opening

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Ecometrica (<http://www.ecometrica.com>), the environmental accounting software developer, is poised for expansion with the hire of Richard Morley as business development and sales director, to head up its new London (<http://ecometrica.com/contact/london-office/>) office. The move, which comes shortly after the company announced

(<http://ecometrica.com/blog/ecometrica-secures-milestone-200th-client-as-national-express-streamlines-emissions-accounting>) its milestone 200th client, will see its UK sales team increase to ten within the next 18 months.

Dr Richard Tipper, chief executive of Edinburgh

(<http://ecometrica.com/contact/european-office/>)-headquartered Ecometrica, said: "This is a significant strategic move and reinforces our commitment to establish Ecometrica as the brand of choice for environmental accounting software. The Government's recent decision

(<http://sd.defra.gov.uk/2012/06/compulsory-greenhouse-gas-emissions-reporting-for-listed-businesses/>) to make greenhouse gas reporting mandatory for companies listed on the London Stock Exchange represents a step-change and considerable commercial opportunity.

"Richard Morley brings some 15 years of commercial experience, alongside a track record of building successful long-term commercial relationships at board and senior level within large companies. We are confident he will add real strength to Ecometrica's management team."

Prior to joining Ecometrica, Richard Morley spent more than ten years in the technology and services sector. Most recently, he was part of the management team that took an energy efficiency and carbon reduction solutions start-up to a market leading position within three years.

Commenting on the move, Richard Morley added: "Ecometrica has earned a reputation for its innovative solutions, which combine credible science with a deep understanding of day-to-day emissions account requirements and commercial expectations of clients. I look forward to working with the team to build a focused sales organisation in the UK and from our existing North America (<http://ecometrica.com/contact/montreal-office/>) base."

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Distributed by The Communications Business on behalf of Ecometrica.

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