AppSense Names Simon Townsend VP of Product Management and Enterprise Technology

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Industry Veteran to Drive Enterprise Products and Lead Overall Product Management

London, Dec 04, 2012 -- AppSense, the people-centric computing company, today announced that Simon Townsend has been promoted to Vice President of Product Management and Enterprise Technology. As Townsend expands his role within the Office of the CTO, he will work closely with Keith Turnbull, AppSense Chief Development Officer (CDO), and will be responsible for providing future direction on the evolution of enterprise technology as well as management on all other AppSense products. His new role illustrates AppSense's ongoing commitment to ensuring that people can choose the way they want to work, and to alleviating IT challenges.

"We are excited to see Simon succeed in his new role and leverage his enterprise technology expertise in innovation" said Darron Antill, CEO of AppSense. "While AppSense continues to grow, it is imperative to have excellent leadership. We are confident that Simon will continue being a key player in AppSense's success through product management and positively impact the business in his new role."

Townsend is a seasoned executive with extensive industry experience ranging from sales to product management. Throughout his ten years at AppSense Townsend has played a critical role in the adoption and continuous development of the product portfolio. Townsend will continue to fulfill this crucial responsibility and further his leadership by evolving the AppSense enterprise technology roadmap.

"Today, IT managers face challenges managing complex environments and meeting end-user demands especially for enterprise mobility," said Simon Townsend, VP of Product Management and Enterprise Technology at AppSense. "I am excited to expand my role and further advance our user virtualization solutions to showcase the benefits of people-centric computing. The enterprise workspace is changing and we want to ensure enterprise users have the flexibility to work productively while also providing the necessary IT controls and efficiencies."

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About AppSense

AppSense, the people-centric computing company, is the leading global software provider of user virtualization solutions that transform organizations into productive mobile workforces securely governed by IT. AppSense works with customers to reduce IT complexity and enable enterprise consumerization with independent management of the user experience across desktops and all mobile devices. User virtualization improves the deployment, management and migration of multi-platform desktop and mobile environments. The company is headquartered in the United Kingdom with offices around the world. For more information visit www.appsense.com .