

TQUILA APPOINTS EX-SALESFORCE.COM UK SVP ENTERPRISE SALES AS CEO

Submitted by: Nelson Bostock Unlimited

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Industry visionary Alistair Wildman to oversee strategy and drive global growth

7th December 2012: Tquila, a market-leader in enterprise application development and salesforce.com Platinum Partner, has appointed Alistair Wildman as Chief Executive Officer.

Alistair, former UK & Ireland Senior Vice President Enterprise Sales for salesforce.com, will be responsible for the company strategy and growth of Tquila as it continues to expand operations further into Europe and globally.

Alistair brings with him extensive global experience in the IT, telecoms and media industries. At salesforce.com, he was responsible for enterprise sales in UK and Ireland, as well as previously having had the role of Senior Vice President Customers For Life with responsibility for customer success and regional systems integrators across EMEA, APAC and Japan.

Previously, he was Global Head of Business Development for Phorm, the personalisation technology company for the creation of content and advertising for online platforms. He also spent ten years at Microsoft in a variety of senior management roles including General Manager of Microsoft Consulting Services and Head of Global Accounts, Communications and Media group.

Paul Andrew, Chairman of Tquila, comments: "We are delighted to welcome Alistair to the Tquila team. We've achieved a number of significant milestones in our short history, and with Alistair's appointment, we're set to continue to exceed expectations in 2013. Alistair's wealth of experience and leadership skills will be vital for our continued, high-velocity growth – both across Europe, and beyond."

Alistair Wildman says: "I've witnessed Tquila's success first-hand, and am delighted to join the team as it's poised for explosive growth. As companies look for new ways to transform how they work, Tquila is well-positioned to meet the growing demand. Our strong relationships with salesforce.com, and our ability to develop bespoke apps that help enterprises collaborate more effectively, ensure that we are uniquely placed in the market. I look forward to leading the Tquila team into an exciting future."

Tquila provides a range of enterprise services for salesforce.com customers, from customer app development to managed services. Alistair will work alongside former CEO of Tquila, Paul Andrew, who will retain his role as Chairman and continue to work closely with the business.

ABOUT TQUILA

Tquila is one of the fastest growing salesforce.com Platinum Partners in Europe, and the recognised European leader in on-platform development. Passionate about enabling businesses to quickly respond to change, Tquila champions transformation by embracing social and mobile innovation. With a team of nearly 100, the company will celebrate its second birthday in December 2012.

www.tquila.com

For further press information, photography, or to request an interview, please contact:

Kim Visser

Nelson Bostock Communications +44 (0)20 7229 4400

kim.visser@nelsonbostock.com

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