

# Richard Lockey Joins Crayon as UK Managing Director

Submitted by: White Label Media (UK) Ltd.

Friday, 20 May 2016

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Former Dimension Data man to drive 'SAM First, Cloud First' strategy across expanding UK consultancy business for Software Asset Management specialists

20th May 2016 – Crayon (<http://www.crayon.com/>), the global leader in software asset management (SAM), cloud and volume licensing, and associated consulting services today announced that Richard Lockey has joined as UK Managing Director.

Lockey joins from Dimension Data where he spent the last 7 years serving as the UK & Ireland Sales Director responsible for all revenue streams and client engagements. Prior to this he spent almost a decade as Head of New Business & Marketing at Orange Business Services following five successful years at 3Com.

As Crayon's growing consultancy continues to flourish – assisting more and more firms with compliance, software lifecycle management and IT optimisation through its SAM-IQ (<http://www.crayon.com/en/software-asset-management/sam-iq-program/>) program and associated complimentary cloud offerings – Lockey will focus on the execution of its 'SAM First, Cloud First' strategy.

Torgrim Takle, CEO Crayon Group, explains: "Richard brings a wealth of relevant experience to the position and has the qualities we need to drive market penetration at a time when we are seeing increasing demands placed upon the Crayon business by firms looking to optimise their investments in IT."

Adds Lockey: "I am really pleased to be joining Crayon at this point in its evolution. Businesses around the world trust our advice when it comes to optimising ROI from complex technologies. As the industry reaches a point of critical transformation, our 'SAM First, Cloud First' strategy clearly resonates with those firms seeking to protect their software assets and future-proof their business. Crayon is ideally placed to assist them on this journey."

Lockey will report directly to Crayon Group CEO, Torgrim Takle.

About Crayon:

As the global leader in software asset management (SAM), cloud and volume licensing, and associated consulting services, Crayon is a trusted advisor to many of the globe's leading organisations. Through its unique people, tools and systems Crayon helps to optimise its clients' technology estates within the new mobile-first, cloud-first world.

Experts when it comes to optimising client ROI from complex technologies, Crayon believes passionately that organisations should only pay for the IT resources they actually need and use, but understands that in today's complex technology landscape that can be difficult to achieve. This is why Crayon has developed a unique methodology to deliver on its belief for its customers.

Headquartered in Oslo, Norway, the company has over 850 teammates in offices worldwide.

Crayon at a glance: <http://www.crayon.com>

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