

Jane Geary joins Magenta Technology as Marketing Manager

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London, 05 July 2016: Jane Geary has been appointed Marketing Manager by Magenta Technology; the company behind the dynamic route management software Maxoptra and the private hire dispatch solution Echo. Geary brings more than twelve years' experience within the transport and logistics sector, gained as Marketing Manager at Paragon Software Systems, to Magenta. Geary will take responsibility for the planning, management and execution of both online and offline marketing strategies and campaigns, and will work closely with the company's sales and development teams, external suppliers and expanding global client base.

"We have spent many years developing technologically advanced routing, scheduling and dispatch solutions and it is now time to accelerate how we promote them to the market place," commented Anton Dmitriev, CEO of Magenta Technology. "Jane is a dynamic and dedicated marketing professional with a wealth of relevant industry experience. Here at Magenta, Jane's role will be to promote our advanced routing, scheduling and dispatch planning solutions to the market place while working with the team to identify and maximise future business growth opportunities. I am confident Jane will quickly find her place as an integral member of the senior management team."

Geary joins Magenta Technology from Medtronic, the world's largest medical devices company and original inventor of the pacemaker, prior to which she held the position of Marketing Manager at Paragon Software Systems. During her time with Paragon, a pioneer of routing and scheduling planning software in the UK, Geary was responsible for implementing the marketing strategy for both Paragon's UK and US businesses. She has also held positions with Firefly, a leading public relations agency, and the Lafferty Group, a provider of advanced knowledge services for the worldwide financial industry.

"This is an exciting time to be joining a vibrant company like Magenta," added Geary. "I am looking forward to working with the excellent team already in place to deliver and promote our dynamic, cloud-based routing, scheduling and dispatch solutions to the field service, distribution and private hire sectors."

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