

## Press Release: **New Sales & Marketing Director Joins Silverbear to Increase Membership Management Portfolio**

**1<sup>st</sup> November 2011** – Silverbear, a leading provider of membership management software solutions is proud to welcome Simon Raeburn-Ward as the new Sales & Marketing Director. Simon will work alongside Dave Langran, Silverbear’s Membership Services Director to grow their membership management portfolio and Carole Murray, Silverbear’s Sales Manager, to increase revenue for their Event & Delegate Management Solution, evocos.

Whilst other software solution companies have seen a decrease in revenue and staffing levels Silverbear has seen a significant increase over the last two years. This latest appointment is evidence of an increased period of corporate growth, with Silverbear recently winning an assortment of high profile membership organisations and associations. Simon comes from a strong IT and sales background, having previously worked as a Channel Development Manager at Microsoft, helping new partners take on CRM and ERP to build a profitable and repeatable business model since 2007 and prior to his position at Microsoft was in a Solution Sales role at Sage since 2002.

Raeburn-Ward is extremely pleased with his new placement: “I am really looking forward to working at Silverbear and this new challenge as they deliver real benefits that help Professional Membership organisations attract new members and importantly retain and deliver greater value to existing members, whilst giving the organisations a flexible platform to build on for the future. Silverbear are the best provider of membership solutions in our market, they have taken the best of Microsoft Dynamics CRM 2011 with the expertise, knowledge and development of what Silverbear has done and provided a full end to end membership solution, which we believe is the most complete in the market today.” Raeburn-Ward added: “The membership solution team here at Silverbear are extremely knowledgeable and enthusiastic providing a friendly and focused working environment; they have years of experience and I am excited to be part of a growing business and team.”

Raeburn-Ward’s role was created in line with Silverbear’s growth plans for their Membership solution. His main responsibilities will be creating a sales and marketing strategy for Silverbear’s CRM lines of business, taking the Membership & Event & Delegate management solution (evocos) to market, increasing sales revenue and continue to build and develop relationships with Silverbear’s customers and partners.



### About Silverbear

Silverbear are system integrator specialists that enable event and membership organisations to engage with their customers intelligently. By helping clients to communicate more effectively with their customers, Silverbear helps increase efficiencies and reduce business costs. Spanning process re-engineering, through to software design, development, deployment and testing, Silverbear's skills in project management assists organisations with a user friendly solution, providing rapid returns on investment.

### Contact Silverbear

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