



**PRESS RELEASE:** Marketing Information Systems Ltd

Warwickshire, UK, 24<sup>th</sup> July 2007.

## **Gary Boyce Joins MKIS as Non-Executive Chairman**

Marketing Information Systems Ltd (MKIS), specialists in On-Demand technology solutions for B2B Sales & Marketing, today announced that Gary Boyce has been named as non-executive Chairman, working with Steve Vaughan, Chief Executive Officer and the MKIS board.

Gary has twenty-two years experience in helping to grow European I.T. technology organisations, with the past fourteen operating at board level. Gary's roles have covered sales, marketing, operations, product development, finance, product and company strategy and affiliate programs.

"We are delighted to have Gary on-board", says Vaughan. "For the last 7 years, Gary has worked with UK and US based CRM and Service Solutions and has had extensive involvement in the growing industry of On-Demand technology. Gary's first-hand experiences combined with a successful background of managing teams from start-up to hundreds of staff, taking responsibility for over \$75 Million budgets and both pre & post IPO management, will help maximise the benefits for both MKIS and its customers and play a leading role in building European and North American operations."



Commenting on his appointment, Gary Boyce states, “Having extensively used CRM and SFA systems in different capacities throughout my career, I was impressed with the company’s innovative products. I believe a system such as MKIS LOGIC™, which is delivered as a service over the internet, has the potential to revolutionise the way B2B Marketing and Sales operations, and Direct and Indirect Channel environments can inter-relate, achieving greater efficiencies, increasing ROI and transforming both Users and Managements’ experience of these types of systems. Building on my industry knowledge, it is my aim to increase MKIS’s market presence and to guide the further development of the company and its products.”

Holding a portfolio of roles with leading technology companies, prior to joining MKIS, Gary Boyce was Chief Executive Officer for The FM Company, European Managing Director of eAssist Global Solutions, European Managing Director for Delano Technology Europe, and Director of JBA Holdings PLC and the Olympic Group.

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**For Further Information including photos contact:**  
PR@mkis.co.uk

**About Marketing Information Systems Ltd:**

Marketing Information Systems (MKIS™), headquartered in Warwickshire, England (UK), provides specialist On-Demand technology that integrates B2B Marketing Demand Generation with Direct and Channel Sales Pipelines – enabling maximum marketing ROI to be achieved through improved control, visibility and operational effectiveness.

**MKIS Products:**

MKIS LOGIC™, TMToolKit™.