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MARKET RELEASE

Xero appoints Australian and New Zealand Country Managers

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Online accounting software service Xero (XRO) has announced the appointment of Wayne Schmidt as Australian Country Manager and Leanne Graham as New Zealand Country Manager to drive Xero's sales focus.

Wayne has 25 years experience in the Australian accounting software industry including senior management roles with MYOB.

Wayne joins Xero from SaaS (software-as-a-service) company Whispir where he was responsible for driving sales and managing relationships with large channel partners such as IBM and Optus.

Prior to this, Wayne established and headed MYOB's UK Business Division and assisted with MYOB's entry into China. The UK business went on to be acquired by Mamut Software in April 2008. Other roles Wayne has had at MYOB Australia include running the marketing division and driving business through accounting partnerships.

"We're delighted to have someone with such knowledge of the Australian accounting industry lead our team there," says Xero CEO Rod Drury.

"It's an exciting time for us in Australia. Xero is starting to get some traction with the establishment of sales offices in Sydney and Melbourne and our marketing relationship with Telstra."

Another appointment that supports Xero's sales focus is Leanne Graham's appointment as New Zealand Country Manager. Leanne joined Xero in April as GM Sales for NZ and to assist in entering the Australian market

"In this relatively short time Leanne has done a remarkable job designing and implementing effective sales processes," says Rod Drury

Leanne has over 20 yrs experience in sales, marketing and channel development in the SME Accounting software sector.

Prior to joining Xero, Leanne co-founded Enprise (formally the direct division of Exonet – Solution 6) leading sales and marketing as well as MD of the Global Business building a global channel to become one of SAP's leading API partners for the Business One SME product worldwide.

For more information contact:

Paula Jackson

Xero General Manager, Marketing

paula.jackson@xero.com

+64 4 819 4811

+64 21 222 6076