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MARKET RELEASE

International marketing expert joins Xero Advisory Board

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Xero announced today internet marketing expert Andy Lark has joined its Advisory Board.

Andy is Global Vice-President of Enterprise marketing at Dell where he has held a variety of responsibilities – including for dell.com – one of the world’s largest e-commerce sites. Dell is the number one PC provider in the U.S and number two worldwide.

Xero CEO Rod Drury said, “Now we have built the world’s leading online accounting product, we’re working on our global go-to-market strategy. When we thought about who could help us with the next phase, Andy was our number one choice”.

Mr Lark said, “Xero is the most exciting software company I’ve seen come out of New Zealand so far. Not only is Xero a fantastic product, they have a great team, have executed on their plan, and are making enormous progress in a short amount of time. I’m looking forward to helping them capture the massive global opportunity that is theirs for the taking.”

For more information please contact:

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