



Xero's Andy Lark honoured as one of Australia's top CMOs

Melbourne, 3 December, 2015 — [Xero](#) (@Xero) Chief Marketing Officer, Andy Lark, has been named one of Australia's top three most innovative marketers for 2015, recognising his significant contribution to the accounting platform's innovation and rapid growth around the world.

Lark was awarded third place in CMO50's inaugural list of Australia's 50 most innovative marketers, for being "one of Australia's most high-profile CMOs, thanks to his social personality, world-class experience, strong views and innovation".

The awards highlight Australia's marketing leaders who have embraced the challenge of delivering compelling marketing across new technology and communication channels, by driving innovation in their industries.

"I'm humbled to receive the recognition," Lark said. "It's a testament to the team at Xero's constant effort to serve more small businesses, as efficiently as possible. It's positive to see marketing leaders - and by default, their teams - being recognised for impacting their businesses."

Since joining Xero in 2014, Andy has led several large-scale marketing initiatives for the cloud accounting software. These include launching the Xero In brand platform to focus on and celebrate the small business heroes that use Xero, as well as delivering 70 per cent growth in customer engagement through the Xero website, and accelerating growth globally.

The CMO50 award follows other recent accolades for Xero this year, with Xero Australia Managing Director Chris Ridd named Financial Services Executive of the Year by CEO magazine and awarded two International Bronze Stevie Awards for Executive of the Year and Innovator of the Year.

Xero was also named by Canstar Blue as the highest-rated cloud accounting software (five stars) for small businesses this year, and named by Forbes as the World's Most Innovative Growth Company for the second year in a row.

About Xero

Xero is beautiful, easy to use online accounting software for small businesses and their advisors. The company has 600,000 subscribers in more than 180 countries. Xero seamlessly integrates with over 400

third party tools, and was ranked No. 1 by Forbes as the World's Most Innovative Growth Company in 2014 and 2015.

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