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Media Release

XERO ANNOUNCES NEW APPOINTMENTS

Anna Curzon joins as Xero NZ Managing Director and Doug LaBahn joins as new Vice President of Partner and Product Marketing

AUCKLAND, Monday 21 December, 2015 - Xero announced the appointment of Anna Curzon to the position of New Zealand Managing Director. Curzon brings deep experience of online, financial services and operations to Xero. She will replace Victoria Crone who resigned last week to run for Mayor of Auckland. Allowing for a comprehensive transition into the role, Curzon will start in February and will be based out of Xero's Auckland office.

Formerly General Manager Internet Banking at ASB and most recently as General Manager Digital First at Spark, Curzon will be a key member of the global sales leadership team, responsible for driving strategic relationships with government, financial institutions and corporates, and promoting the small business economy.

Rod Drury, CEO of Xero, said "We've worked alongside Anna for many years. Her blend of technology and digital banking experience is ideal for the next phase of our New Zealand strategy as we digitally connect Banks, large corporates and Government into our network of small businesses. We've been fans of Anna for a long time and are delighted to have her lead our New Zealand business."

Xero also announced the appointment of Doug LaBahn as Xero's Vice President of Partner and Product Marketing. LaBahn will be based in Xero's San Francisco office.

LaBahn brings extensive leadership experience, along with a wealth of product innovation knowledge to his role. He has led product marketing in leading global companies including Dun & Bradstreet, Experian and CircleBack and most recently Sage, where he was leading cloud, mobile, accountants and the global launch of Sage Live with Salesforce.com.

"We're thrilled to be able to attract accounting industry leaders into Xero," said Drury. "Doug's deep knowledge of accounting, payments and payroll product marketing and expertise in growing new ventures into market-leading businesses with millions of cloud and mobile users will develop the next generation of talent in our industry."

Both Curzon and LaBahn will report to Andy Lark, Chief marketing and business officer.

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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