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AoFrio strengthens its Commercial Team to support its growth strategy.

AoFrio Limited (NZX: AOF) is supporting its core business growth and market diversification strategy with key additions and changes to its Executive Commercial Team.

James Rice has been appointed Chief Revenue Officer and will be a member of the Executive Team. He joins AoFrio from Orion Health, where he held a similar role.

James has more than 25 years' experience in the software industry, specializing in sales and business management. His previous roles include Asia Pacific Industry General Manger at CSC (now DXC), Managing Director at iSoFT and Sales Director at iSOFT. James brings to AoFrio a wealth of knowledge from running software businesses for design, development, market entry, sales delivery, customer adoption, and operational support. Supporting our customers as they increase their adoption of actionable insights from the AoFrio platform is key to success.

James will lead the development of our sales strategy and its implementation through our global sales, implementation and support functions.

To support our strategy of growth in new market segments, our current Chief Customer Officer, David Burden, who has successfully led our global sales, marketing, implementation, and support teams since 2021, will move to the role of Chief Business Development Officer - Emerging Markets. AoFrio is well positioned for entry and growth in these segments and David's leadership will be key to this strategy.

AoFrio's CEO Greg Balla said, "These new roles are critical to AoFrio's continued growth; James brings outstanding global sales experience and leadership, and we can leverage David's extensive experience in management of business startups in our emerging markets."