



**Prophecy International Holdings Ltd.**

**(ASX:PRO)**

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**Company Announcement 17<sup>th</sup> March, 2017**

## **Brad Thomas OAM appointed CEO**

The Board is pleased to announce the appointment of Brad Thomas to the new position of CEO for the Prophecy International group (ASX:PRO).

Brad joined eMite in October 2016 as the General Manager of Sales. Prior to joining eMite Brad was most recently Senior General Manager and Head of Sales at Canon Australia.

His strategy and leadership experience spans sales, marketing, service delivery and operations with strategic growth know-how developed across companies such as Microsoft, Canon, Novell, Lenovo and Telstra in Software, Managed Services, Telecommunications and IT equipment markets.

In this new role, Brad has been tasked to construct and execute a plan for both the short and long term growth of the Prophecy business to ensure that investors are able to realise the potential of our current software offerings, together with any new acquisitions.

Brad's mandate includes returning the Snare business to growth, capitalising on the immediate opportunities with eMite and achieving synergies across the group.

Brad has 20+ years' experience in growing businesses across Australia, New Zealand, Asia Pacific and Japan and is known by industry and peers for Partner and Channel Management and Programs, Go to Market Strategy, Direct Sales Management, Business Leadership and Motivational Speaking.

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For more details visit  
[prophecyinternational.com](http://prophecyinternational.com)  
[intersectalliance.com](http://intersectalliance.com)  
[eMite.com](http://eMite.com)  
[promadis.com](http://promadis.com)  
[basis2.com](http://basis2.com)

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or call +61 (08) 8213 1200

In previous senior leadership roles Brad has successfully led and developed new Go to Market strategies, built new sales teams, rebuilt and turned around channels sales teams and partner programs, established new channels to market, as well as establishing sales effectiveness and sales enablement programs.

His focus on growth includes making sales organisations and partner ecosystems effective, delivering clear go to market strategies, developing unique value propositions and ensuring strategic alignment across the business. Across his career, Brad has been instrumental in attaining stretch goals, profit and margin growth, increased market share and business efficiencies.

His specialist expertise includes strategy, leadership, sales, business alliances, marketing, partner management, public speaking, operational management, service delivery and cross-functional engagement.

Brad's high performance background includes an athletic career spanning three Paralympic games including Gold, Silver and Bronze medals and a Medal of The Order of Australia (OAM) for service to sport.

We all welcome Brad Thomas into this most senior role within the Prophecy group and look forward to a new phase of growth.

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For more details visit

[prophecyinternational.com](http://prophecyinternational.com)

[intersectalliance.com](http://intersectalliance.com)

[eMite.com](http://eMite.com)

[promadis.com](http://promadis.com)

[basis2.com](http://basis2.com)

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