



ASX Announcement
6 April 2020

Whispir Limited

(ASX:WSP)

New leadership appointments to accelerate growth strategy

- Mr Matt Lambie appointed Chief Technology Officer.
- Mr Ben Erskine appointed Head of Marketing.

Whispir Limited (ASX: WSP, Whispir or Company), a leading software-as-a-service (SaaS) communications workflow platform that automates interactions between businesses and people, has strengthened its senior leadership team, appointing a new Chief Technology Officer and a new Head of Marketing to execute its growth strategy.

Internationally experienced Matt Lambie will oversee software development and technical operations as Whispir's Chief Technology Officer.

Ben Erskine's appointment as Head of Marketing will accelerate data-led marketing campaigns across Whispir's digital and partner channels to increase brand awareness and sales integration in the Company's three key markets.

Matt Lambie has more than 20 years' experience in software development, data engineering and business intelligence with previous Group CTO roles at Singapore-based Funding Societies and MoneySmart. He was the founder and Chief Information Officer of The Frontier Group for 15 years, where he worked with global clients including BHP, Rio Tinto, Chevron and Woodside.

As CTO, Mr Lambie will be responsible for accelerating Whispir's product roadmap, increasing the platform's web, mobile, data engineering, analytics and integration capability and scalability. He will also oversee technical operations, data security and compliance.

Ben Erskine brings more than 16 years' marketing experience to the role, including five years at Xero, most recently as Head of Marketing Operations. He has also held senior marketing positions at SunPower Corporation, Jemena and Infosys Technologies.

Commenting on the appointments, Whispir CEO Jeromy Wells said, "We continue to increase the expertise and calibre of our senior leadership team to ensure our service remains industry leading with products, capability and functionality that can be easily adopted and implemented by our customers without specialist IT input.

"Matt and Ben's technical expertise and knowledge of international markets will be instrumental in accelerating new product development, refining platform functionality and increasing the effectiveness of our messaging as we build our footprint in Australasia, Asia and North America.

"We can leverage their past learnings within leading enterprise software businesses, such as Xero, to more effectively target new industry sectors with an enhanced product offering that caters to the continuously evolving needs of our customers."

Authorised by the Board of Directors

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About Whispir

Whispir is a global scale SaaS company, founded in 2001 to provide a communications workflow platform that automates interactions between businesses and people.

Our products enable organisations to improve their communications through automated workflows to ensure stakeholders receive accurate, timely, useful and actionable insights in a manner that is sensitive to individual contexts and preferences. Our customers use Whispir's software to create interactive, multi-party and omnichannel communications from templates, solving simple to complex communications workflow tasks. Whispir operates across three key regions of ANZ, Asia and North America.

More information www.whispir.com/coronavirus-au