

ASX announcement
13 October 2015

Stacey Beer appointed Marketing Director

Employee experience technology company REFFIND Limited (ASX:RFN) has appointed former UXC marketing specialist Stacey Beer as Marketing Director.

A dynamic, driven and results-oriented professional, Ms Beer's career spans 20 years across the ICT industry.

As Marketing Manager for UXC Connect, part of ASX300 IT services and solutions business UXC Limited, she was responsible for management and execution of the marketing plan and budget. She yielded impressive results including significant uplift in revenue directly linked to marketing initiatives, an increase in inbound web traffic of 300% over six months and substantial growth in the social media audience.

Prior to this Ms Beer spent eight years with wholly owned Optus subsidiary Alphawest in a variety of roles including Director of Marketing and Channel Marketing Manager.

Ms Beer's newly created role with REFFIND will be pivotal in helping clients to create amazing employee experiences through innovative, engaging and effective communications.

As REFFIND aggressively pursues its global expansion plans the marketing function and more specifically the company's digital presence will be critical to its success.

"Stacey's experience in delivering a marketing strategy across multiple channels in the ICT sector made her the standout candidate for this role," said REFFIND APAC Vice President Nick Hillier.

"She has proven an ability to deliver tangible results and a substantial return on investment within the companies she's worked for."

Among Ms Beer's responsibilities for REFFIND will be management of all core marketing programs, including demand generation, advertising, email campaigns, webinars, telemarketing programs, social media, tradeshows, events and public relations.



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About REFFIND

REFFIND Limited is a mobile employee experience platform targeted for use by medium-large corporations to facilitate more efficient and effective communication with their employees. Based in Sydney, Australia the company is listed on the Australian Securities Exchange (ASX:RFN).

For more information please visit www.reffind.com