



Prophecy

Prophecy International Holdings Ltd.

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Company Announcement 20th September, 2016

Brad Thomas OAM joins eMite

eMite is pleased to announce the appointment of Brad Thomas in the new position of General Manager Sales. eMite is poised to move into a rapid growth phase through increased sales, as experienced in recent years by the Prophecy stable's SNARE products. The SNARE business has expanded its Denver sales office to 12 staff and a similar growth is planned for eMite. Brad Thomas has the objective to build a similarly sized sales team within eMite to capture the growth potential of the eMite product set.

Brad has most recently been a Senior General Manager and Head of Sales at Canon Australia, leading large teams across direct and indirect sales, service delivery and professional services. He has 20+ years' experience in growing businesses across Australia, New Zealand, Asia Pacific and Japan.

Brad's 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, print, managed services, telecommunications and IT hardware. His business growth experience encompasses start-ups and SMEs to corporates and multinationals. Brad is known by industry and peers for partner and channel management and programs, go to market strategy, sales leadership and motivational speaking.

Brad's methodologies are recognised for growing revenue, profit and staff engagement. At Canon, he successfully led and developed new go to market strategies, built new sales teams, rebuilt and turned around channels sales teams and partner programs and established new channels to market as well as established sales effectiveness and sales enablement programs.

For more details visit

prophecyinternational.com
intersectalliance.com
eMite.com
promadis.com
basis2.com

Contact: info@prophecyinternational.com
or call +61 (08) 8213 1200

Brad partners with the board in developing vision, strategy and organisational goals. His core focus on growth includes efficiency of sales organisations and partner ecosystems, clear go to market strategies and unique value propositions, together with direct alignment between sales and marketing. Across his career Brad has been instrumental in attaining stretch KPIs, profit and margin growth, 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.

We all welcome Brad Thomas into this senior role within the Prophecy group and look forward to positive change and growth within the eMite business as a result.

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