



## Market Release

22 February 2017

### **Leadership Changes - Serko Strengthens Executive Bench with International Talent**

Serko Limited (SKO) today announced the appointment of Charlie Nowaczek in the role of Chief Operating Officer. This new appointment brings international experience to Serko and signals a renewed focus on operational efficiencies.

Charlie Nowaczek will report directly to the CEO, Darrin Grafton, and enters the COO role with more than 25 years' experience as both an operating executive and management consultant, specialising in business transformation and operational effectiveness.

Over the last decade he has been COO for a number of technology start-ups in the US and Canada, including most recently, Kinetic Social, a social data and technology platform partnered with Facebook, Twitter and Pinterest, where he was part of the founding team. Prior to these entrepreneurial endeavours, he was a senior consultant focused on the delivery of complex business change programmes for U.S. and European clients.

Serko CEO Darrin Grafton said, "We welcome Charlie, who brings a real depth of operational and international experience, and is a great fit with Serko's down-to-earth culture. We operate in an increasingly dynamic market so it is important to attract senior executives with diverse market experience and a record of accomplishment in thinking flexibly and acting swiftly."

Other changes will see Chief Product Officer, Tim Nichols, depart the business to pursue other opportunities on 24 February, and Joanne Phipps, who has been managing Serko's product portfolio for over 18 years, become acting Head of Product.

ENDS

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#### **About Serko**

Serko is Australasia's leading online travel booking and expense management company for businesses and is listed on the New Zealand Stock Exchange Main Board (NZX:SKO). With its HQ in Auckland New Zealand, and with offices in Sydney Australia, Xi'an City China and Gurgaon India.

Serko Online is an integrated Online Booking Tool used by administrators and travellers to book flights, accommodation and car hire from the broadest possible set of travel providers. The OBT ensures that travel bookings comply with corporate travel management policy without limiting the users choice of travel provider.

Serko's product portfolio also includes Serko Expense, Serko Mobile and serko.travel.

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