

SLI Systems Hires Silicon Valley Marketing Veteran Chris Brubaker as Chief Marketing Officer

Christchurch, New Zealand, Apr. 14, 2016 – SLI Systems (NZ.SLI) today announced the addition of industry marketing veteran Chris Brubaker as Chief Marketing Officer (CMO).

In his role Brubaker will be responsible for leading the company's global marketing organisation to increase market awareness of SLI's industry leading solutions, drive new customer acquisition and expand sales to the customer base.

SLI is a software-as-a-service (SaaS) provider that accelerates e-commerce revenue for online retail and business-to-business (B2B) stores by connecting shoppers with the products they're most likely to buy.

Brubaker, who joins SLI immediately, will focus on driving excellence in worldwide marketing execution to aid the company's ongoing revenue growth and operating income improvement. He brings more than fifteen years' marketing and executive leadership experience to the position. Most recently he was Vice President of Marketing at SaaS restaurant management software company Upserve.



Industry marketing veteran Chris Brubaker is the new Chief Marketing Officer (CMO) of SLI Systems (NZ.SLI). [High res photo here](#)

"Tens of thousands of online retailers still use ineffective search technologies, creating an incredible growth opportunity for SLI. We're recognized as the leader in SaaS Search by Retail Insights and our e-commerce solutions clearly demonstrate increased conversions, traffic and order values. As our new CMO, Chris Brubaker brings the proven marketing leadership we need to drive SLI more aggressively into the overall B2C and B2B e-commerce markets and deliver the value of SLI solutions to more customers globally," said Chris Brennan, CEO of SLI Systems.

Prior to Upserve, Brubaker held marketing leadership positions at DudaMobile, Roost and turnkey marketing automation provider Demandforce. Brubaker has consistently driven marketing-sourced deals and increased customer profitability.

At SLI Brubaker's priorities will be to raise SLI's profile in the market, increase direct and channel sourced opportunities and expand the customer base.

"There are three ways e-commerce sites can increase revenues: get more people to visit their site; turn more window shoppers into buyers and sell more to people who buy," said Brubaker.

"I'm attracted to SLI because SLI impacts all three of these with its comprehensive e-commerce suite and can quickly show customers a meaningful increase in revenue. SLI has a great story to tell and I look forward to telling it."

About SLI Systems

(SLI.NZ) enables the world's leading e-commerce retailers to accelerate sales by connecting shoppers with the products they're most likely to buy. With offerings that include site search, navigation, merchandising, mobile, product recommendations and user-generated SEO, SLI is the most chosen cloud-based site search provider to U.S. Internet Retailer Top 1,000 retailers. The company's patented technology continuously learns from the actions of visitors to deliver the most relevant results possible. Whether via PC, tablet or phone, a site powered by SLI delivers the kind of satisfying search experience that increases conversion rates, secures brand loyalty and results in higher order values. SLI operates on five continents. For more information, visit www.sli-systems.com.

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