



Thursday 1st February 2018

Xref appoints General Manager, North America

- New senior hire for Toronto office brings experience from Sterling Talent Solutions, Apple and HP

Xref Limited (**ASX:XF1**), the human resources technology company, today announced the appointment of Derek Smith as General Manager, North America, with responsibility for the Company's operations across Canada and the United States.

North America has an employment market of 180 million people which represents a tremendous growth opportunity for Xref's candidate referencing services. Derek's extensive knowledge of the North American HR market, particularly candidate screening, and his experience in sales, marketing and leadership roles in high profile, technology companies ensure that he is well placed to drive Xref's progress in North America.

Since the Toronto office was established in April 2016, the success of the Xref platform in the region has been exceptional, and the Company has built a solid client foundation. One of the key factors for growth has been Xref's integrations with leading applicant tracking systems and HR tech platforms, including Checkr, SmartRecruiters, ICIMS, Bullhorn, and the Oracle Talent Acquisition Cloud. As part of his role, Derek will ensure the continued success of these strategic partnerships.

Derek joins Xref from Sterling Talent Solutions, Canada, where he was Senior Vice President for four years, responsible for managing the sales team. Previously, he was the Managing Director of Apple (Canada), where he was responsible for the sales, marketing and distribution of the Apple iPhone, iPad and Mac products in the Canadian market.

Before joining Apple, Derek was Vice President and General Manager of Hewlett-Packard's (HP) Canadian Personal Systems Group, where he managed the desktop and notebook business. Derek also held the positions of Vice President Channel Sales & Marketing, and Canadian Consumer Manager at HP.

Executive director / CEO Lee-Martin Seymour said: *"Derek's extensive experience of sales and marketing of technology products and services, together with his wide network within the North American market, will help drive business in the region. We are delighted to welcome him to the team and are confident he will play an important role in Xref's ongoing success."*

Executive director / CTO Tim Griffiths said: *"Derek brings a fantastic blend of leadership experience, industry knowledge, local expertise and technical understanding to our growing operations in Canada. Our integrations are a particular strength and we are delighted to appoint a leader of Derek's calibre to foster and grow those partnerships."*

Investor and media enquiries:

Ashley Rambukwella, FCR

Tel: +61 (0)2 8264 1004 / +61 (0)407 231 282

a.rambukwella@fcr.com.au