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## **SALESCENTRIC TAKES A BITE OUT OF THE BIG APPLE**

SalesCentric has appointed Eivind Sandstrand as VP of product marketing in the US, responsible for managing the US channel programme aimed at Microsoft partners. Eivind will head up SalesCentric's new Manhattan office, which has been opened to support its global expansion strategy.

SalesCentric specialises in developing and marketing add-on software to visually enhance Microsoft's Dynamics CRM solution, and will launch its products to US based resellers at Microsoft's Worldwide Partner Conference in Denver on 10-12 July 2007.

Eivind has over ten years' experience in project management, strategy and establishing partner networks. Prior to joining SalesCentric, Eivind worked at CIBER, Inc as product and project manager with responsibility for solution development and high-profile customer engagements.

Commenting on his appointment Eivind said: "This is a very exciting time for SalesCentric, and I am looking forward to being part of it. I anticipate that the products will be very well received within the American CRM industry, and I am thrilled about this opportunity."

Matthew Crook, CEO at SalesCentric, commented: "We are already a well known and established Microsoft ISV partner within the UK, and felt that it was time to duplicate this success globally, starting first in the US. Eivind will spearhead the American partner programme, promoting SalesCentric to the local Microsoft resellers. Eivind has remarkable product marketing experience, he'll be a great asset to the SalesCentric team."

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**About SalesCentric**

Established in 2003, SalesCentric develop and market add-on software to visually enhance Microsoft Dynamics CRM, sold globally via Microsoft channel partners. With facilities in the US and the UK, SalesCentric products help drive CRM usage, increase sales performance and improve marketing effectiveness. SalesCentric is a Microsoft certified ISV partner. For more information, visit [www.salescentric.com](http://www.salescentric.com)

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