

## **Boldon James Boosts its Sales Team Appointing Richard Shine from Nexor**

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Boldon James, the messaging specialist for Defence, Homeland Security and Aviation, has boosted its sales team with the appointment of Richard Shine as Account Director. Formerly of Nexor, Richard will be responsible for the Eastern European territory from September 2006.

“We are delighted that Richard will be joining us from September. With over 12 years in IT sales, he has a wealth of messaging experience in the European Defence sector, especially in Central and Eastern Europe. As Microsoft’s ‘Go-To-Market Partner’ in Defence, it was essential that we strengthened our position in Europe. This will help us develop and grow the European Defence market for all of our product lines,” comments Martin Sugden.

“Boldon James occupies a strong position in the Defence messaging market with widely deployed products, an enviable customer base and excellent partnerships with Systems Integrators worldwide,” said Richard Shine. “I’m excited to join a company so committed to innovation and product quality, and look forward to contributing to its continued success.”

Prior to joining Boldon James, Richard was the European Defence Account Manager at Nexor Ltd. responsible for defining and delivering the sales strategy for his region, and instrumental in growing their presence in the European military market.

Prior to Nexor, Richard worked at CTG (UK) Ltd., Spargonet Consulting Plc and Candric Ltd., holding various IT and software sales roles.

### **Further Information**

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