

G2G3 appoints industry thought leader as US Director of Architecture

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Press release from: [G2G3](#)

G2G3 (g2g3.com), the leading global provider of immersive business and technology simulations, today announced the appointment of industry thought leader, Anthony Baron, to the key position of US Director of Architecture. Anthony will be based in Seattle, further strengthening the US contingent of the organization and reinforcing G2G3's commitment to ongoing international growth.

Baron is a well known and respected industry expert in the areas of systems, services and operations management. He spent 11 years in a senior position at Microsoft Corporation where he was responsible for the architectural development of Microsoft's system management products and technologies. Baron was the original creator of the Microsoft Operations Framework (MOF) and is also an IT Infrastructure Library (ITIL) author. Additionally he was instrumental in the development of the Microsoft future CMDB strategy as well as contributing to both Microsoft Dynamic Systems Initiative and the design of Microsoft's System Centre Configuration Manager. Most recently he was Global Vice President for Dimension Data Plc where he drove technical strategy, execution and thought leadership for the organization, particularly around the development of Microsoft solutions.

Baron is a specialist in architectural design and infrastructure optimizations, as well as developing professional services that focus on service management, maturity and process improvement. He will be applying this specialist knowledge to the ongoing development of G2G3 accounts and solutions.

Mark Ross Sutherland, CEO at G2G3 commented: "The appointment of Anthony Baron to the position of US Director of Architecture is a major coup for G2G3. We are delighted to have attracted an individual of such high calibre and reputation in the industry, and believe that Anthony will add significant value to our operations. We are looking forward to working with him in order to achieve continued international growth and success."

G2G3 are experts in innovative learning solutions and serious games development, having worked with leading organizations including Microsoft, HP, BMC, CA and IBM. In recognition of our ground-breaking innovation, G2G3 were awarded the prestigious title of "Cool Vendor" by leading industry analysts Gartner in 2009.

G2G3 is the leading provider of immersive Simulations and Readiness Programs which create enterprise IT organizations that are ready, willing and able to change. G2G3 solutions cut through the complexities traditionally associated with IT to provide clarity and understanding whilst transforming learning into an engaging and high-impact experience.

G2G3

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