

WoodWing Expands Operations in Middle East, India and Africa

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ZAANDAM, THE NETHERLANDS (April 18, 2007) —WoodWing Software has expanded its operations in the Middle East, India and Africa by naming Pierre Hame as the new Regional Sales Director for those areas.

WoodWing officials say having Hame on staff will allow the company to continue to make inroads in those regions.

“We have an existing network and some excellent partners in the Middle East, India and Africa, and having Pierre heading up sales in those areas will really allow us to step up our efforts,” said Jeroen sonnemans , Director of WoodWing Europe. “Pierre’s background and experience are outstanding, and our customers are really going to benefit from his knowledge of the industry.”

Hame has experience working with newspapers, publishing companies, printing houses, corporate publishers and advertising agencies around the world — including in the Middle East, Africa and India — and this knowledge will prove invaluable to customers.

“He not only knows the publishing industry; he knows those regions extremely well,” Sonnemans said. “He’s going to be an excellent fit in this new position.”

Hame began his career in the publishing industry as a typesetter, and has worked in the graphic arts industry since 1992. He gained experience in all facets of the publishing world, working in desktop publishing for ad agencies; in sales and marketing for pre-press companies; and in marketing and sales for his own publishing company.

Starting in 2000, Hame joined the staff at OneVision Software AG in Germany, first as a Regional Sales Representative and later as the Sales Manager for Germany, Austria, Switzerland and the rest of Europe, managing direct and indirect sales channels.

Hame eventually developed a sales and consulting team to develop emerging markets, including in Europe, the Middle East, Africa, Asia Pacific and Latin America. He also worked as Sales Director for OneVision UK Ltd.

About WoodWing

WoodWing Software specializes in software solutions for the publishing industry. WoodWing excels in innovative and flexible editorial solutions that help efficiently produce print and online publications. The company’s flagship product, Smart Connection Enterprise, differs from traditional editorial solutions because it has been engineered from the ground up, utilizing the latest technologies offered by the Internet age. Publishing experience that goes back more than 20 years, combined with the latest technologies, has led to a powerful editorial system with a core based on XML and open technology. WoodWing has offices in The Netherlands, Kuala Lumpur and the United States. Customers are served through select partners, and in the U.S. through WoodWing USA.

Contact:

Patricia Borghaerts
pr@woodwing.com

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