

Giunti Labs appoints UK Sales Director

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Agency: **Bob Little Press & PR**

Giunti Labs, the leading learning and mobile content management solution provider, has appointed Jan-Jilis ('JJ') van Delsen as its Sales Director in the UK.

A sales and marketing professional with over 15 years experience in technology-led multi-channel operations, covering software development, consultancy and internet hardware, JJ came to Giunti Labs from the global design software developer Autodesk where he was EMEA channel development director. Before that JJ had occupied senior management roles for Thomson NETg and has been a trainer himself.

JJ, who holds an MBA from the New York Institute of Technology, said: "More than ever, organizations need to 'run efficient' and invest their money based on strong, low risk returns. Giunti Labs creates great value for those companies which need to develop, manage and publish large amounts of content."

Andrea Gentili, Giunti Labs' Chief Sales and Marketing Officer, commented: "We're delighted that our UK-based team is being strengthened by JJ."

"At present, we're seeing all aspects of performance support, rather than specific 'learning' activities, becoming increasingly important to our clients. Giunti Labs' new solution offerings – ably promoted by JJ and his team in the UK - reflect this trend and aim to help our customers achieve their business goals more effectively."

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Giunti Labs is a leading Online and Mobile Learning Content Management Solutions provider with global headquarters in Italy and offices in London (UK), Frankfurt (Germany), Lund (Sweden), Boston (US), as well as Sydney and Perth (Australia).

Giunti Labs provides a wide range of solutions, in response to any content, learning and knowledge management need, covering:

- 24/7 multi language learning content production
- LCMS and Digital Repository Platforms
- Delivery solutions for mobile & wireless
- Consulting and professional services

Giunti Labs is part of Giunti Group, a leading educational and cultural heritage publisher with roots back to 1841. Over the years Giunti has built a catalogue of huge dimensions (over 7.000 titles) and acquired new brands in Italy and worldwide.

In 2008, Giunti Labs acquired the HarvestRoad Hive digital repository system, which manages any form of content used in online learning, corporate training and knowledge management initiatives. HarvestRoad Hive can interface with practically any ERP, Learning or Course Management System and is already integrated with several commonly used course management systems, authoring and content assembly tools.

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