

## Giunti Labs UK expands its operations

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Agency: **Bob Little Press & PR**

Following its expansion within the UK market in 2008 and its continuing growth in revenue, Giunti Labs has appointed Dan Taylor as its Sales Manager in the UK.

A sales and marketing professional with over 17 years experience in technology-led multi-channel operations, Taylor came to Giunti Labs from PPI Learning Services Ltd, where he had been client director. For some ten years before that he had worked in sales-related roles for Thomson NETg.

Taylor commented: "UK-based companies need to re-invent their leadership to survive the current economic recession and, in particular, the competition coming from the world's emerging economies. One key way to address this issue – and help them develop new skills and competencies rapidly - is to adopt an open and interoperable ecosystem which delivers new generation personal performance support and information access to learners.

"I'm delighted that Giunti Labs, via its various products and research initiatives, is addressing this issue and has a number of solutions for organisations in all sectors of the economy that want to become more efficient and effective in their operations," he added.

Andrea Gentili, Giunti Labs' Chief Sales and Marketing Officer and Managing Director of Giunti Labs UK, commented: "Thanks to our end-to-end offering, clear value proposition and flexible business model, we are experiencing growing interest in our solutions in the UK market. So we expect to continue to grow and invest in the UK market, adding more resources to the existing team before the end of this year."

JJ van Delsen, Giunti Labs' Sales Director in the UK, said: "We're delighted that Giunti Labs' UK-based team is being strengthened by Dan. He has a lot of experience in helping organisations with their blended training initiatives as well as their content management strategy.

"Organisations in all sectors want to save money and resources and we see a significant increase in interest in our solutions. Return on investment in less than one year is a strong argument these days.

"Companies that bring products to market faster and against lower costs will be among the future leaders. Building staff skills and competencies now will enable them to capitalise on the economic upturn."

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Giunti Labs is a leading Online and Mobile Learning Content Management Solutions provider with offices in London (UK) and around the world.

Giunti Labs provides a wide range of solutions for content development, content management and content delivery; covering:

- Multi-language bespoke content production
- Content management and digital repository platforms
- ePortfolio and skills management solutions
- Mobile learning technologies
- Consulting and professional services

Giunti Labs provides solutions to many sectors including public sector, defence, manufacturing, finance, retail, ICT, education and healthcare.

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 over 7.000 titles and has acquired new brands in Italy and worldwide.

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