

## **THE CONTENT GROUP HIRES EXPERIENCED SALES DIRECTOR AND FORMER MD TO SUPPORT EXPANSION**

### **- The Content Group announces recent appointment of Mike Palman as Business VP -**

**Date:** Independent ECM technology and consultancy provider, The Content Group (TCG), announces the appointment of Mike Palman in the role of Business Vice President as part of a recent expansion that further establishes TCG's coverage in the content management industry. Palman has been enlisted to develop business opportunities with content management systems provider, EMC, and Palman's previous employer, information governance specialists, RSD.

Prior to joining TCG, Palman occupied the role of Sales Manager and Director EMEA for database integration and search software provider Taggit. It was in this role that Palman revitalised international operations, returning the company to profitability and increasing revenue by 108% in just 18 months. His primary focus during his time was to propel the sales of the latest generation of enterprise data management and e-discovery software and services.

Palman says of his new role, "This new role at TCG will enable me to consolidate my experience to date, and will allow me to leverage my Enterprise Content Management (ECM) background and sales skills to deliver significant bottom line revenues. With over 25 years of ECM sales expertise and a track record of expanding companies in short periods of time, I look forward to working with TCG in helping companies implement the best solution for their ECM and information governance challenges, and growing the business in the process."

During a career that started at IBM and spans over 30 years, Palman's hands-on sales approach has been key to securing contracts with a variety of highly regarded enterprises such as British Gas, Lloyds Bank Group, Texaco and Shell. His initial contact with ECM technology came when he was employed by Mobius Management Systems as Sales Manager, a role that required him to sell Enterprise Document and Content Management solutions to data centres. This role soon expanded until Palman was made Managing Director in 1999.

Speaking about the new appointment Ben Richmond, CEO of The Content Group comments, "Mike will be a valuable addition to our management team at TCG. Coupled with many years' experience of selling ECM and data management software and services plus a great track record with global business development in this sector, I believe allows him to face this role head on and achieve outstanding results.

The Content Group is an independent ECM technology and consultancy provider whose 'ECM Expert' best practice methodology ensures successful ECM projects for its clients across the globe. The expertise and best practice methodology of The Content Group's ECM Expert ensures its clients receive unbiased advice combined with technology recommendations that result in unparalleled ECM project success.

