



**To: News Editors**

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### **INTELLIFLO EXPANDS MORTGAGE TEAM**

Award-winning front and back office software provider IntelliFlo, has made two senior level appointments to its fast growing mortgage team. Following the successful launch of IntelliFlo's integrated mortgage sourcing functionality in June this year, Business Development Manager Ian Merriman and Mortgage Proposition Manager Gordon Steyn have been appointed to further progress IntelliFlo's mortgage sourcing functionality and fully integrate all capabilities with its front, middle and back office solution, Intelligent Office.

Ian has over 22 years experience within the financial services field, holding Head of Sales and Business Development positions. Ian's previous role at Pink Home Loans gave him responsibility for building and developing their mortgage network. Ian commented, "I'm very much looking forward to this new challenge and what's so exciting is that at a time when mortgage brokers are under increasing pressure, IntelliFlo's mortgage sourcing functionality allows mortgage specialists to spend more time on advising and selling rather than laborious time consuming data entry tasks."

Gordon joins the team with the brief of supporting Ian and securing lender integration. Gordon has over 25 years experience in financial services and has in recent years moved into the mortgage and e-commerce technology sector. His previous positions have included senior management and director posts with lenders, networks, national distributors and software companies. Gordon commented, "Utilising my extensive operations, underwriting, regulatory and e-commerce experience, I am looking forward to helping IntelliFlo become the market leader in intermediary mortgage software platforms."

IntelliFlo's Chief Executive Officer Nick Eatock added, "We are delighted to welcome Ian and Gordon to the IntelliFlo team. We have brought a highly efficient and user friendly

mortgage tool to the market and now have the perfect team in place to drive IntelliFlo forward bringing tangible business benefits within the intermediary mortgage technology space.”

**Issued on behalf of IntelliFlo by Quill PR.**

For further information please contact:

Fiona Harris 020 7758 2233 / [fiona@quillpr.com](mailto:fiona@quillpr.com)

Abigail Koch 020 7758 2238 / [abigail@quillpr.com](mailto:abigail@quillpr.com)

Nick Eatock, IntelliFlo 020 8481 1110 / [nick.eatock@intelliflo.com](mailto:nick.eatock@intelliflo.com)

### **Editor's notes**

**IntelliFlo** ([www.intelliflo.com](http://www.intelliflo.com)) has been providing Information Technology services to financial services companies, both large and small since its formation in 2004. Its team of dedicated IT and business professionals have expertise across many different markets and technologies, with proven experience delivering effective solutions to a wide range of business needs. In the last year alone IntelliFlo has made over 1,000 major enhancements to Intelligent Office and continues to deliver further improvements at a rapid rate. Intelligent Office is the fastest growing solution in the marketplace with over 6,000 users.

IntelliFlo won the "Best Technology Software Provider" award in the Professional Adviser Awards 2007 and was Highly Commended in 2009. IntelliFlo also won the "Most Enterprising Company' Award" in the Annual UK Business Achievement Awards 2008.