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INTELLIFLO'S TEAM GROWS WITH APPOINTMENT OF MARKETING EXECUTIVE

IntelliFlo has expanded its Sales & Marketing team with the appointment of new Marketing Executive, Alex Porter. IntelliFlo is looking to increase its marketing activity going forward and Alex will be in charge of campaign management. His day-to-day responsibilities will be to create targeted campaigns in response to business development strategies. Alex will project manage these campaigns, providing the IntelliFlo management teams with full analysis during each project phase.

Alex has over 10 years experience as a professional marketer, with most of these spent working within the financial services arena. Most recently he was based at finance lender Venture Finance, in the role of Direct Marketing Manager. He has both agency and in-house experience. In the past he has successfully managed several website launches and importantly advised on Pay Per Click (PPC) and Search Engine Optimisation (SEO) strategies.

Wenda Field, Sales & Marketing Manager at IntelliFlo commented, "We have been looking for the right person to complement the strengths of the existing IntelliFlo marketing team for some time and are delighted to bring Alex on board. His experience of the financial services marketing arena is second to none and he has already hit the ground running in helping us develop our social networking strategy."

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Issued on behalf of IntelliFlo by Quill PR.

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Editor's notes

IntelliFlo (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.