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## **INTELLIFLO EXPANDS TEAM WITH NEW DIRECTOR OF OPERATIONS & STRATEGY**

Front, middle and back office technology provider IntelliFlo, has expanded its senior management team with the appointment of new Director of Operations & Strategy, Mike Clifford. IntelliFlo has recently announced its strategy for supporting a multi channel solution and Mike will play an integral role in moving the company further into this space. .

Mike has over 20 years experience of the financial services industry gained in both the provider and client space. He has worked with many of the leading global financial services organisations such as Distribution Technology and the National Bank of Australia, delivering solutions and capabilities supporting a wide variety of distribution models. Previously he has designed and implemented distribution software for use in call centres, by wrap providers, consumers and advisers at the point of sale.

Nick Eatock, Chief Executive of IntelliFlo commented, "We are delighted to announce the appointment of Mike as our new Director of Operations & Strategy. His multi-channel distribution experience is a key component of IntelliFlo's growth ambitions over the next three years. Mike's working knowledge of the Networks, Nationals, Wrap Platforms, Banks and Insurance companies will contribute to IntelliFlo's continued commitment to build capability that delivers innovation and operational excellence to our clients."

Mike stated, "I plan to draw on my previous experience in strategy planning, proposition development and organisational growth to help me drive IntelliFlo forward and firmly position us as the most cost effective and efficient technology solution provider in the market place. Due to challenging economic conditions and changing regulatory environments, the use of technology is becoming ever more important when running an efficient and ultimately profitable business. This role presents a very exciting opportunity and I look forward to joining the IntelliFlo team."

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### **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.