



**GEOOP LIMITED (NZX: GEO)**  
**Extending the leadership team**

**Thursday, 12 June 2014**

GeoOp, is pleased to announce that it has extended its senior leadership team through the key hires into the positions of Chief Technology and Information Officer and Managing Director Sales.

*Chief Technology and Information Officer*

GeoOp is very pleased to announce the hiring of Jamie West as CTO/CIO who will head our product, technology and delivery teams. Jamie has over 14 years experience in IT consulting, advisory and large project/programme delivery. Prior to joining GeoOp Jamie headed consulting for the local system integrator Optimization. Before this Jamie spent 11 years with Capgemini, a French owned, tier one, global system integrator. At Capgemini, Jamie worked throughout NZ, Australia and most recently the UK, where he was key member of the Technology Consulting leadership team.

Jamie brings a depth of experience in the design and successful delivery of large-scale (\$100m+) implementation programmes, executive level IT advisory, IT strategy definition, planning and execution. Jamie has broad industry and sector knowledge and has operated across Oil & Gas, Utilities, Financial Services, Government and Telecommunications.

*Managing Director Sales*

GeoOp is very pleased to announce the hiring of Rhonda Robati to head our Australian sales team and office and join our leadership team. Rhonda has over 25 years experience in global sales and operations in the software and services industry. Prior to joining GeoOp she was a Commercial Sales Director with Salesforce.com for over 2 years, former Director of Mid Market Sales for Asia Pacific at McAfee, and previously the Vice President of Mid Market Sales and Operations for EMEA and APAC, delivering exceptional growth, EBITDA, and integral in a number of acquisitions. Rhonda has lived abroad in these roles, including Dublin, Ireland and Munich Germany and is now based out of Sydney with her husband and son.

Commenting on the recent hires, GeoOp CEO Leanne Graham said that "Building a core team has been one of the key objectives for the year with Rhonda and Jamie filling two key positions within the company."

For more information please contact:  
Leanne Graham  
Email: [leanne.g@geoop.com](mailto:leanne.g@geoop.com)



About GeoOp Limited [www.geoop.com](http://www.geoop.com)

GeoOp Limited, the New Zealand-based mobile workforce management company globally empowering trades and services businesses to create efficient business processes.

GeoOp Limited provides a cloud based solution for trades and services that replaces inefficient, paper-based systems with a simple way to accurately create, assign, cost, quote and invoice jobs while in the field.