



Job management made easy

**GEOOP LIMITED (NZX: GEO)  
Appointment of Chief Executive Officer  
Friday, 30 January 2015**

**Ben Foote has been appointed as Chief Executive Officer of GeoOp Limited**

The Board of GeoOp is pleased to advise that it has appointed Sydney based New Zealander, Ben Foote as Chief Executive Officer, effective the end of quarter one, 2015.

Ben has over fourteen years experience in the technology sector and brings to the role strong marketing and general management capability.

Chair of GeoOp, Mark Weldon said "after an extensive local and international search which attracted a significant number of high calibre applicants, the Board is excited to have appointed a tremendous individual in Ben."

"Ben's commercial experience, strategic management background and proven performance while at Singtel Optus and CareerOne, with demonstrated success in product vision and execution, means that he is ideally equipped to lead the next stage of GeoOp's product strategy and execution. Our business is well poised to take it to the next level – and Ben is the right leader to do that."

Ben said "the SaaS market for SMEs is experiencing dynamic growth and GeoOp is extremely well positioned to grow quickly. I'm looking forward to leading the team with a major focus on aligning product and sales to what has been identified as a sizable global opportunity."

"It's a great opportunity to lead a New Zealand business that is experiencing strong growth overseas. With over 50% of customers coming out of Australia and 10% from North America, the opportunities to grow through international markets, including a heightened push into Australia, are very exciting."

"I have a track record of innovating across business units to drive growth, and I am excited about doing this in a company where innovation is a core part of its DNA."

After completing Law and Commerce degrees at Canterbury University in New Zealand, Ben started his career at New Zealand internet provider 'ihug'. He moved from New Zealand to Sydney in 2000 to help set up and grow the Australian arm of ihug, playing a significant role in the growth of the Australian business that led to its sale in 2004. After completing an MBA at the Barcelona Business School he was employed by Singtel Optus where he was the Product Marketing Manager of Prepaid Mobile, later General Manager of Strategy and Insights and then Managing Director of a fully owned Singtel Optus subsidiary, PPS. In 2011 Ben moved to News Corporation and Monster Worldwide joint venture CareerOne, holding the role of Director Marketing & Communications before becoming Chief Operating Officer.

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

GeoOp Limited is a New Zealand-based software company that offers complete job management to businesses all over the world and it's neatly wrapped into a low cost, easy to use service with premium support.

GeoOp supports businesses in their journey to find more time for the important things; providing intuitive software for devices that are already in the hands of field workers.