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PRESS RELEASE

HOSPITALITY EPROCUREMENT INNOVATOR MARKETBOOMER APPOINTS MALCOLM JULL AS NEW CHIEF EXECUTIVE OFFICER TO LEAD COMPANY'S GROWTH, REFUELING TO IGNITE NEW CHAPTER

Sydney, Australia 7 March 2022: Hospitality e-procurement innovator and creator of PurchasePlus, Marketboomer, has appointed business development strategist Malcolm Jull to the role of Chief Executive Officer, to help drive a new phase of growth for the global organisation.

The past Head of Enterprise for fintech company Openpay, joins Marketboomer at a critical time in the US\$400bn global hospitality industry, as it transitions out of the pandemic. As the past Director of Business Development at Commonwealth Bank, Malcolm has deep experience to share in the payment and procurement space.

"Marketboomer plays in this market differently, that's why it stands out" Malcolm says. "Our competitors talk about cost savings, and operational efficiencies – always important, however Marketboomer focuses on growing the bottom line, expanding opportunities, building the global hospitality community for buyers and suppliers, through our PurchasePlus platform – that's where the future lies for us and our member community" he says.

"We're in a pivotal time where hospitality is facing the greatest series of challenges it has seen on a global scale in our lifetime. The way we'll climb back up, is together. We have plans to bring to market new innovations and product enhancements that focus on growth for both our buyers and suppliers – growing businesses, growing opportunities, growing market share for all" he says.

"We're about connecting a global community through our transformative digital solutions that provide opportunities for us to grow together for mutual gains, which in turn grows a more prosperous, sustainable industry for all. That's the future we're working for" Malcolm said.

Malcolm will partner with Samantha Llewellyn who stepped into the Chief Marketing Officer role for Marketboomer in August 2021, bringing her 20+ years of experience in marketing global hospitality brands, technology and services, including agency experience. Together they will focus on building continued customer value and community, driving revenue growth for the business.



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These appointments enable founder and industry pioneer Nathan Gyaneshwar to continue to focus on building and delivering product innovation and an industry leading experience for the fast-growing global PurchasePlus community. With extensive hospitality and product knowledge and experience, Nathan will oversee the Product Development and Customer Success divisions, ensuring the continued evolution of our offering and expansion of our capabilities.

“Working with global hospitality giants like Accor and IHG, our role has never felt more important to ensure we partner with our customers on their recovery and create opportunities for new growth” says Nathan. “Now is also the time for us to keep investing in our people and our community of customers, something we know how to do in hospitality.”

Board Chair Jonathan Harris commented that “Marketboomer has always been known for its service, industry experience and high quality software and solutions. Once our customers start to use PurchasePlus they love it. It’s time to let others know what we can do for them.”

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Marketboomer is the global, end-to-end e-procurement software company specialising in the hospitality industry. Privately owned and Australian registered, with offices across Asia Pacific, we partner with some of the best thought leaders in global Hospitality, Supply and Information Technology Services, to create innovative and industry leading solutions, driving business performance and growth. Today Marketboomer works with global hospitality industry leaders, as well as independent chains, groups, clubs and facilities across the UK, Middle East, Asia and Pacific regions. Spanning both mature and emerging, complex markets, diverse knowledge and experience of the industry has grown and been refined across decades. Key distribution and technology partners ensure we leverage the right tools and networks to serve a global marketplace. We have a committed and proactive group of global technology investors and a Board with global expertise across Technology, Consumer Goods, FMCG and Financial Services, to further our global agenda and ensure we embed a roadmap for continuous innovation.