CA appoints Daniel McDermott as new field marketing program manager

Computer Associates has appointed experienced technology marketer Daniel McDermott to the newly created position of Field Marketing Program Manager. McDermott brings nine years' experience to the role, which will see him responsible for managing CA's enterprise management division's marketing activities in Australia and New Zealand."Daniel's previous experience at companies such as Ericsson and Damovo means he is ideally placed to manage our local marketing campaigns," said Dominic Schiavello, CA's director of field marketing, Australia and New Zealand. "The technology industry is a unique and challenging environment for marketers, and Daniel is more than equal to the task. We're excited to have him on board and look forward to leveraging his experience to continue building CA's reputation and success."Prior to working at CA, McDermott was Damovo's enterprise customer development manager in the UK. Before that, he was the marketing manager at RequestDSL where he managed the market introduction of the company's first commercial product. The product, broadband Internet access, was sold to more than 1,200 SMEs in the first 10 months.McDermott began his marketing career as part of the Ericsson Australia Corporate Graduate Program after completing a Bachelor of Business (International Trade) at Melbourne's Monash University. During his five-year tenure at Ericsson, McDermott established a process to foster innovation within the graduate program. The process was then expanded to cover all of Ericsson Australia's employees, and led to the development of an "innovations hub" with dedicated resources focused on fostering 'intrapreneurship'."CA is one of the most innovative companies in the technology sector, and this is a particularly exciting time to become part of that culture, with new technologies like on demand computing and web services capturing the market's imagination. I am thrilled to be joining such a well-respected company and talented team of marketers," said McDermott.About Computer AssociatesComputer Associates International, Inc. (NYSE: CA) delivers The Software That Manages eBusiness. CA's world-class solutions address all aspects of eBusiness management through industry-leading brands: Unicenter for infrastructure management, eTrust for security management, BrightStor for storage management, CleverPath for portal and business intelligence, AllFusion for application life cycle management, and Advantage for data management and application development. Founded in 1976, CA serves organisations in more than 100 countries, including 99 percent of the Fortune 500 companies. For more information, visit http://ca.com.