Factiva appoints Simone Wheeler as marketing director for Asia

Factiva, a Dow Jones and Reuters Company, has appointed Australian strategic communications and advertising professional Simone Wheeler marketing director for the Asia Pacific region.With nine years experience in the region, Simone will lead Factivas Asia Pacific marketing team across North and Southeast Asia, including Australia and Japan. A committed brand builder, Wheeler has made a name for herself in the region, most recently as marketing director of the Time Inc publication Asiaweek. We are pleased that Simone has agreed to join our marketing team. She will be a great asset and we look forward to the dynamism and creativity that her extensive experience will bring to the company, said Patricia Sabosik, vice president and director global marketing for Factiva. Factiva enters 2002 in a strong position, coupling the companys real expertise in knowledge management and content integration with award winning products and services," said Simone Wheeler. My objective is to achieve widespread industry recognition for our global news and business information services in Asia, while ensuring that we continue to focus on delivering solutions that meet the needs of the Asian business community.At Asiaweek Simone was responsible for global marketing planning, which included sales development, research, advertising, event management, sponsorship, public relations and promotions. Previously, she spent two years with Leo Burnett Bangkok as PR and corporate communications manager, and two years with Collard Grosvenor International, a public relations and marketing specialist agency in the UK.Based in Hong Kong, Wheeler succeeds Kris Slethaug, who is relocating to the US to head up Factiva's marketing strategy and pricing in Princeton, US.About Factiva:Factiva, a Dow Jones & Reuters Company, provides content management and integration services to leading organisations around the world. Factivas products and services help companies integrate news and business information into their daily workflow to increase organisational intelligence and leverage external and internal content within the knowledge management function.Factiva services are powered by world class global content, including Dow Jones and Reuters Newswires and The Wall Street Journal - unduplicated in a single service elsewhere. Factiva offers the only single content solution with multiple language interfaces and multilingual content covering more than 8,000 sources.Built on industry standards and open architecture, Factiva products deliver flexible, extensible, customisable solutions to enable easy integration and use in the enterprise. Editorial and technical consulting, taxonomy application, integration expertise and elearning programs reflect Factivas innovative approach to delivering solutions beyond the content. Factiva is one of KMWorld Magazines Top 100 Companies in Knowledge Management and part of eContent Magazines Top 100 content companies to watch. For more information visit: www.factiva.comFor more information or to arrange an interview:Rachel WhiteRecognition PRPhone 02 9252 2266rmw@recognition.com.au\\RECNT1\DATA\CLIENTS\Fac\1010 Simone Wheeler appointment\r1 Simone Wheeler appointment final.doc