

# Global Asset Systems Appoints New Southern Region Branch Manager

Global Asset Systems, an Australian-owned enterprise appliance solutions specialist, today announced the appointment of Malcolm Hamilton to the newly-created position of Southern Region Branch Manager.

Based in Melbourne, Hamiltons territory includes Victoria, South Australia, Western Australia and Tasmania. His responsibilities will include managing the companys operations in the region, including developing the companys direct and indirect sales channels.

Global Asset Systems recently secured the exclusive Australian and New Zealand distribution rights for appliance technologies from US-based Redline Networks and Cast Iron Systems. Hamiltons main focus will be on driving sales of these two new enterprise technologies.

Hamilton has a successful background in developing both direct and indirect sales channels in Australia and New Zealand. Most recently, he was with database giant Oracle as the companys National Channel Development & Channel Marketing Manager where he succeeded in bringing several industry leading IT service providers into the vendors Tier 1 Partner network.

Previously Hamilton had successful stints with human capital performance vendor Intellisol where established a network of 16 partners in Australia and New Zealand, and Viasoft, a systems software solutions provider, where he was named as the companys leading sales revenue producer globally after growing the local channel to 38 partners.

Prior to moving into sales management roles within the Australian IT industry in 1998, Hamilton was a major events organiser specialising in IT shows. Originally from Bath in England, Hamilton has resided in Australia for 16 years.

Malcolms extensive channel development experience and proven sales leadership will be a major boon for Global Asset Systems as we ramp up our sales and support resources behind the Redline and Cast Iron solutions, said Gordon Anthony, Managing Director of Global Asset Systems.

The market opportunity for these technologies is significant and the customer benefits are immediate, which will help Malcolms drive to expand our operations in the southern region.

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Notes for Editors

Global Asset Systems (GAS) is an Australian-owned enterprise appliance solutions specialist and systems integrator. The company has a long history of introducing breakthrough products to the Asia Pacific market that excel in the management and delivery of data across complex infrastructures, while reducing TCO. These have included Cast Iron Systems, Redline Networks, Network Physics and Peribit.

GAS also provides services for application, security and wide area network infrastructures.

GASs focus is to empower organisations to link their IT investments with business value.

The companys Australian head office is at 1 Short Street, Chatswood NSW and can be contacted on freecall 1300 13 22 18.

For more information please visit [www.gasystems.com.au](http://www.gasystems.com.au)