

# LAN Systems has promoted Wendy O'Keeffe to Director of Sales and Marketing

LAN Systems today announced the promotion of Wendy O'Keeffe to the position of Director of Sales and Marketing. This promotion expands her previous role as Director of Marketing to include responsibilities for directing and managing LAN Systems' sales operations, including vendor services.

Wendy joined LAN Systems nine months ago following the integration of Westcon into LAN Systems. Prior to this, Wendy was at Westcon Australia for 18 months where she was responsible for the re-invigorating of Westcon's sales and marketing. She also undertook the re-development of relationships with customers and vendors, readying the organisation for integration with LAN Systems.

After the successful integration of Westcon Australia, Wendy joined LAN Systems to drive its channel and customer development strategy program.

Nick Verykios, Managing Director of LAN Systems said, "Wendy's drive and channel experience are a good fit for LAN Systems' dynamic environment. She has proven experience in sales and marketing and is expertly suited to her new role."

Stuart Hendry, Managing Director, Logical said, "LAN Systems has continued to build on its success with Wendy's promotion to Sales and Marketing Director. Her strong channel relationships will be an even greater bonus now that she's also leading the sales initiative."

Prior to her position at Westcon, Wendy worked for more than three years at Tech Pacific. Wendy's final role at Tech Pacific was Director, Telecommunications division.

Wendy brings to LAN Systems more than twelve years channel distribution experience in Australia and New Zealand.

- ends -

## About LAN Systems

LAN Systems, a Comstor company, is a channel provider of networking technology products, and is a division of the global Westcon Group, Inc.

LAN Systems Pty Ltd is a provider of integrated networking and communications solutions to resellers, telecommunications carriers and information service providers throughout Australia and New Zealand.

The company is headquartered in Sydney at Unit 3, 39 Herbert Street, St Leonards NSW 1570, phone: (02) 9432 1000, fax: (02) 9901 3003, [www.lansystems.com.au](http://www.lansystems.com.au). LAN Systems has additional offices in Melbourne, Brisbane, Perth and Canberra.

## Contacts

Adam Benson

+61 2 9252 2266

mailto: [adam\\_benson@recognition.com.au](mailto:adam_benson@recognition.com.au)