Marketboomer goes global with new CEO

Marketboomer Pty Ltd, a specialist provider of online procurement solutions, today announced the appointment of Nathan Gyaneshwar as the companys new Chief Executive Officer.Gyaneshwar, a Marketboomer board member, brings a wealth of experience to the company, both as a co-founder in 1997 and from his most recent role as Product Strategy Director. I am looking forward to leading the company into new strategic opportunities that will leverage our core technology strengths and pave the way for future growth within new vertical industries, said Gyaneshwar. 2005 will see the implementation of our first international online marketplaces with deals already signed in China and Europe, he added. Marketboomer processed over 18,000 purchase orders last month with a value of over $8 million, commented Gyaneshwar. Marketboomer is now well positioned for a new level of growth through the recent introduction of electronic invoicing which completes the loop in our online procurement solution.The former CEO, David Mayman will take on the role as Chairman of the board. This role was previously held by the late Tony Benson, one of Australias most well respected ICT industry pioneers, who passed away earlier this year.We will miss the enthusiasm and friendship we enjoyed with Tony and wish to acknowledge the significant contribution he made to Marketboomer over the past six years, said Mayman.Commenting on the Gyaneshwars appointment, Mayman said, Nathans admirable track record and accomplishments make him the perfect fit for the CEO role as we begin to expand globally. Marketboomers online procurement solution is as ground-breaking today as it was when we first started out back in 1997.About Marketboomer Pty LtdMarketboomer provides cost effective B2B trading solutions that are quick-to-market and rich in functionality for purchasers, suppliers and market makers alike. With over $150 million of orders placed through the Marketboomer platform to date, the companys technology supports the creation of multiple individually branded marketplace exchanges that are entirely compatible with one another. For more information, please visit www.marketboomer.com - ends - Note to Editors: Nathan Gyaneshwar is available for media interviews.