



Ninefold Acquires Groupon Head

~ entrepreneur and online specialist joins cloud computing leader to drive growth ~

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Sydney, May 31 2012 – Ninefold, Australia's Cloud, has appointed Elisa Chan as Partner Engagement Manager to drive growth in vertical markets, as well as among its heartland of start-ups, developers, web-centric businesses, digital media, investors, incubators and affiliates. Ms. Chan will be responsible for cultivating contacts and relationships among Ninefold's customer, partner, developer, advocate, affiliates and prospect ecosystem across Australia to drive leads and sign ups. She will also build awareness for Ninefold's product offering, and recruit and manage Ninefold Community Advocates.

Ms. Chan joins Ninefold most recently from Groupon Australia and New Zealand where she was Head of Marketing, Australia & New Zealand, with responsibility for driving its marketing strategy to improve relationships with Groupon merchants and to further engage consumers.

As one of Groupon ANZ's founding team members she substantially contributed to Groupon's ANZ launch, assisting the company to attain market leadership position for December 2011[1], and increasing subscribers by 1800% in 12 months.

Her role included marketing and data analysis to aid new business decisions and initiatives. Ms. Chan developed sales tools, programs and support materials for more effective selling and managed Groupon's online display, SEM, SEO Social Media and affiliate marketing roadmap including strategies, processes, and tools. Due to company growth, she also held concurrent dual positions as Head of Business Intelligence and Strategy and VP of Groupon Getways.

Ms. Chan started, commercialised and successfully exited EseaCruising.com, an online cruising reservation service between 2007 and 2011. As Founder and Director, Ms Chan built the company up from sole trader to a team of 18, and oversaw marketing, revenue management, human resources and customer service operations during that period.

“As a lean, online business, the right combination of skillsets and personalities is critical to our success so we're delighted to welcome Elisa to the Ninefold team,” said Peter James, Chairman and Co-Founder at Ninefold. “With online, offline, start-up and established online business acumen in her experience and having built and sold a successful company, Elisa complements our team and indeed our ecosystem.”

“I'm excited to join Ninefold as cloud computing is the exciting area in e-commerce and technology, and it gives me the opportunity to work with startups and entrepreneurs, a community that I'm very passionate about. It's a new industry for me but the online concepts and skillsets readily translate,” said Elisa Chan, Partner Engagement Manager at Ninefold.

About Ninefold

Ninefold is Australian public cloud computing and storage with locally stored data, free local support, self service flexibility and low latency. This allows you to provision virtual servers and cloud storage quickly - scaling up and down when needed – and only paying for the resources you use.

Sign up in seconds. Start using in minutes. Benefit for years.

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[1] <http://www.telsyte.com.au/?p=1223>