

# Senior Management Appointment at BlueArc



Senior Management Appointment at BlueArc Sydney, Australia (5th November 2011)

BlueArc

Group,

an IPMG company, is pleased to announce the appointment of Ben Eames to its senior management team. Ben will take the reins as Commercial Director for BlueArc and will be tasked with initiating and leading the strategic development of the sales team.

With over 10 years of experience in sales and digital media, Ben will play a pivotal role in spearheading BlueArc's future growth. Prior to joining BlueArc, Ben was the Sales Director for Full Circle where he reshaped their national digital strategy and rebuilt the NSW Pay TV sales team. Prior to this he held senior leadership positions with Macquarie Media Network and Sensis. Ben is a formidable addition to the BlueArc team.

Scott Porter, CEO for BlueArc comments, After a long and stringent recruitment process involving numerous senior level contenders, Ben was an outstanding candidate and we are delighted to welcome him to the BlueArc management team. His considerable experience and commercial credentials will be the driving force behind the continued success of BlueArc.

For an image of Ben Eames please see [here](#).

## ABOUT

### BLUEARC

Fusing technology with creativity, BlueArc specialises in tailored Web Content Management and Ecommerce solutions, together with Business Application development. Our extensive client portfolio includes Sydney Airports, Freedom Furniture, Westpac, Sensis and NSW Institute of Teachers. We are a Microsoft Gold Certified partner, recognised for our technical expertise and ability to solve unique business challenges. Working closely with clients, we deliver tangible results that enhance communication, improve efficiency, reduce costs and provide a foundation for growth. BlueArc delivers solutions for a digital world.

Further information:

BlueArc Group

[www.bluearcgroup.com](http://www.bluearcgroup.com)

Scott Porter

Ph (02) 9467 2500