

# Dynama appoints Andrew Lloyd as Managing Director with a focus on growth

Dynama, an Allocate company and a global supplier of workforce and resource management solutions, today announced the appointment of Andrew Lloyd as Managing Director. Lloyd has over two decades of senior executive experience working for technology companies and specifically in the workforce management sector. Andrew Lloyd joins Dynama from Corero Network Security Plc and was previously Chief Customer Officer for private equity-backed Workplace Systems, where he was instrumental in the growth, turnaround and subsequent strategic sale of the company.

Nick Wilson, CEO of Allocate Software Group, said, "Andrew brings with him proven experience of leading companies in the workforce management sector. His understanding of Dynama's market and the importance of delivering on our commitments to customers will be invaluable in the coming years. Dynama's track record in the defence and maritime industries has given it a loyal customer base. This combined with proven delivery of evolving and innovative technology provides an excellent foundation to grow the business. Andrew's credentials and customer-focused philosophy puts us in a firm position to achieve our long-term goals."

Andrew Lloyd has spent his career at a number of companies in the technology sector with a focus on customer delight. While at Workplace Systems, he led the commercial transformation from on-premise solutions to a cloud-based product, resulting in significant new customer acquisitions, industry leading customer retention rates, high levels of customer advocacy and positive financial returns for the investors.

Andrew Lloyd, Managing Director at Dynama said, "Dynama is poised for growth and with the right strategic focus we can be central in helping our customers meet their workforce goals today and tomorrow. Joining at this time enables me to help accelerate the impact of Dynama's Software-as-a-Service solution, OneView. We will concentrate on delighting and retaining customers such that they become our strongest advocates.

"Dynama has a wealth of experience in workforce management gained as the result of the dedicated work by its talented team. Combining this rich experience with our graduate cohort, at the start of their careers, provides a dynamic environment that will both challenge and keep us moving forward. Our workforce truly mirrors that of our customer base, including making sure that we have the right people in the right place, who are engaged and focused on delivering a great customer experience. I'm looking forward to taking the helm at this exciting time and working with the global Dynama team."

Andrew Lloyd's previous appointments include President, Director, EVP-Sales & Marketing at Corero Network Security Plc, Vice President-Security Management at CA Ltd and e-Business Program Director at Oracle Corp. He is a graduate of Heriot Watt University.

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