



Online Project Management Software Industry Experiences Boom as a Result of Pandemic

Aprika Business Solutions appoints new Sales Director for next phase of growth

Aprika Business Solutions, which builds Salesforce-native intelligent business apps, has hired highly experienced software Sales Director, Trevor Doornbos. The appointment comes as the online Project Management Software and PSA market experiences significant growth globally.

The pandemic has forced companies around the world to initiate remote working practices resulting in exponential demand for online communications and project management tools. In September, Zoom reported revenue growth surged 355% year-over-year. Australian based Aprika has also experienced an increase in global demand for its range of online project management software.

CEO of Aprika, Colin Johnson, says; "This is an exciting time for our industry – potentially the biggest opportunity for growth we've ever seen. We want to be on the front foot to help drive the industry forward. Bringing onboard Trevor, an experienced Sales Director in this space, means we can have a consistent and strategic approach to how we engage prospects and customers. We were looking for someone who could deliver a deeper level of engagement to ensure we produce fit for purpose solutions that will help our customers grow their own businesses."

Trevor Doornbos, has over 20 years experience working with different US software companies, with a focus on consulting and professional services, delivering, managing and solving business challenges. Most recently, he's worked with Professional Services Automation (PSA) companies as a solution evangelist and sales advocate.

Trevor says of his appointment: "I am most excited about Aprika being an Australian headquartered Software Company delivering a global solution. With 5,000+ users globally already, the foundation is definitely there to launch the next phase of growth."

With a rich 10 year Salesforce history, Aprika is poised to expand its reach across APAC and globally with plans to double growth over the next 5 years. Aprika offers a range of Project Management / PSA software solutions integrated in Salesforce to a range of industries around the world.

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For further information or to arrange an interview with Trevor Doornbos or Colin Johnson, please contact Rebecca Stalker at rebecca.stalker@aprika.com.au

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