

# Reckon appoints new Chief Operating Officer

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Mr Rabie, will step into the role effective immediately, taking responsibility for the strategic direction of Reckon's shared service functions - IT, Marketing, HR and Development. The move reflects the company's focus on accelerating outcomes, business unit alignment and adding value through shared services as it executes its three-year strategic plan.

Reckon has had a number of successes over the last year including re-branding as the company parted ways with QuickBooks, moving to a subscription based revenue model and its shift to the cloud. It also recently released a major update to its Reckon One product which delivers ultimate user experience and affordability in cloud accounting.

Mr Rabie has been with Reckon for the last five years, his most recent role being that of Strategic Director. His commitment to helping businesses of all sizes to achieve their goals through effective technology and flexible solutions has been a significant part of Reckon's success to date.

Reckon Director and Group CEO, Clive Rabie says, "The COO role is an integral part of our organisational architecture, ensuring that operations continue to consistently support and align with our strategic objectives. This change supports the accelerated uptake of our cloud product range."

Daniel Rabie says of his appointment, "Ensuring our internal processes energise and foster agility and productivity is something I am passionate about and I am pleased to move into the role of Chief Operating Officer. This role will be instrumental in accelerating our cloud, marketing and development opportunities and I'm inspired to drive the business forward in this capacity."

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