

Reekoh appoints commercial exec Steve Terry to lead global revenue and growth strategy

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BRISBANE, January 4th 2021: Australian integration platform vendor Reekoh has appointed former Technology One GM Steve Terry to the role of Chief Commercial Officer.

The new role sees Terry take on responsibility for revenue, growth strategy and execution for Reekoh's Industrial IoT integration cloud and product suite across direct and channel customers/partners.

Expansion of global partnerships and key sales channels, as well as an accelerated market readiness for digital transformation through the COVID-19 pandemic, has led Reekoh to bring forward plans to add an experienced and proven commercial executive who can leverage Reekoh's products and assets to fully realise the market opportunity.

According to Reekoh CEO and Co-founder Dale Rankine, this is the perfect time for the company to be adding this kind of high-calibre international experience to its team.

"2020 was quite a year with its fair share of challenges, but throughout everything, we've seen the market opportunity for integrating physical and digital environments grow substantially, our value proposition become incredibly validated and increasingly in demand," said Rankine.

"Steve's extensive and stellar performance in commercial growth of IP, solutions and services in asset-heavy industries, along with his international market experience and networks made him the perfect addition to our executive team. Now is the time for us to capitalise on what we've built and to execute on the opportunity we have to become a dominant player in the digital transformation and integration of industrial enterprise."

With more than 20 years' experience at the executive level of both technology product and services businesses, Terry has worked across Australia, US, and South East Asian regions, primarily focused on commercialisation.

He is well known for his GM role at Technology One, growing his group's revenue, and more recently with XL Express developing a new sales force across ANZ and the establishment of modern marketing platforms, lead generation and brand value.

"I'm excited to have an opportunity to join Reekoh at a time when we are seeing a significant shift in the convergence of OT and IT platforms," said Terry.

"In the next three years, 50% of operational organizations will have blended IT/OT functions that combine both operational and IT expertise. With IOT and IIOT markets are expected to grow into the trillions by 2025, Reekoh is at the forefront of this incredible wave of transformational change."

Terry will join the existing executive team based out of Brisbane and will begin by concentrating on several immediate opportunities such as maximising the partnership with global industrial software vendor, AVEVA.

About Reekoh Reekoh is an agile integration technology suite that brings together all aspects of the modern data landscape for enabling business outcomes; Physical (IIoT/OT), Application and Open Data. Reekoh was founded in 2015 in Australia and has grown to deliver solutions with customers throughout APAC with a team of over 25 employees in Brisbane, Sydney and Manila. Named a Gartner Cool Vendor for IoT and with multiple business and technology awards, Reekoh's goal is to be the leader in integration technologies for the global industrial market.

For more details visit: reekoh.com

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