

## Unisys Asia Pacific creates new senior post

As part of a strategic brand-focused growth initiative, Unisys has appointed Petra Buchanan to the newly created position of Vice President, Marketing and Communications, Asia-Pacific. Ms Buchanan joins Unisys from Discovery Networks International in Washington, DC, where she was Vice President, Communications & Public Affairs for the company's 14 international TV brands in more than 100 countries. "Unisys has transformed its business over the past few years to a consultancy-led IT leader servicing many of the world's leading corporations. It's now vital that we communicate our brand effectively across the region and we are pleased that someone with Petra's experience will spearhead this effort," said Andrew Barkla, Vice President and General Manager, Unisys Asia Pacific. Ms Buchanan will build a team of marketers based in Sydney with responsibilities for the Asia Pacific region. She has already appointed Porter Novelli as the new public relations agency for the Australian market. "Petra's proven track record in the dynamic television entertainment arena will certainly bring a fresh perspective to the way we market our business in the region," said Mr Barkla. During her ten-year tenure with Discovery, Ms Buchanan was also Acting General Manager and head of Marketing for Animal Planet International, one of the world's leading non-fiction entertainment brands. She was most recently responsible for re-positioning and re-launching the network in global markets in September 2003. Her role also encompassed oversight of Discovery's business operations in Canada. "In order to further grow market share, Unisys has recognised the need to align and develop brand awareness across Asia Pacific. There is strong existing name recognition for Unisys as demonstrated by the results we achieved as official IT supplier for Rugby World Cup 2003. Now the opportunity exists to further leverage the Unisys reputation to develop greater understanding for the brand to support revenue growth," Ms Buchanan said. "It certainly will be a challenging role and I'm pleased to return to Australia, where I was born and spent my childhood to work with Unisys," she said. Petra Buchanan, 32, is a graduate of the University of California, Riverside, with a Bachelor of Arts degree in political science and journalism. She has received a number of industry awards in the United States for communication and on-air promotional campaigns. About Unisys Unisys is a worldwide information technology services and solutions company. Our people combine expertise in systems integration, outsourcing, infrastructure, server technology and consulting with precision thinking and relentless execution to help clients, in more than 100 countries, quickly and efficiently achieve competitive advantage. For more information, visit [www.unisys.com](http://www.unisys.com).