

25 January 2017

## Velpic Enhances Sales Team with Chief Revenue Officer and Senior Sales Executive

- Velpic expands its sales team with two senior and highly successful sales executives
- Ms Rhonda Robati joins from GeoOp as Velpic's Chief Revenue Officer and brings over 20 years technology sales expertise, including roles with Salesforce and McAfee
- Mr Ashwin Thomas joins as Director of Sales from Salesforce, bringing an extensive sales network and experience
- High calibre appointments marks the Company's shift from building a world-class platform, to building revenue scale in 2017 and beyond

**Velpic Limited** (ASX: VPC) ("Velpic" or "the Company") is pleased to announce it has expanded its sales team with the addition of two high calibre, successful sales executives to the team. This marks the Company's shift from an early stage technology company to a revenue generating business that is continually enhancing its offering.

Ms Rhonda Robati joins the Company as Chief Revenue Officer, effective January 2017 and Mr Ashwin Thomas is appointed as Director of Sales effective January 2017. Both Ms Robati and Mr Thomas bring extensive sales networks and expertise, having led successful sales teams in previous roles.

Ms Robati has over 20 years experience in technology sales, having worked for high profile companies such as *McAfee*, *Software Spectrum*, *Insight Technologies* and as Commercial Sales Director for *Salesforce* ANZ where she was responsible for 42% growth year-on-year. Most recently Ms Robati was the Chief Revenue Officer for *GeoOp* where she achieved a +250% growth year-on-year.

Mr Thomas joins Velpic from *Salesforce*, having held the role of Commercial Sales Manager and boasting a 60% year-on-year revenue growth in FY16. Mr Thomas' experience is also that of a seasoned sales professional within the SaaS technology market having spent over a decade in senior sales positions with companies including *Microsoft Australia*, *Infor Global Solutions* and *PeopleSoft Australia*.

As a result of the work delivered by its world-class development team, Velpic's LMS platform has gone from strength to strength and it is now an award winning LMS offering. Attracting these new high calibre sales professionals is reflective of the platform's current maturity and future potential.

Building on this strong offering, 2017 will mark a shift for the Company where its core focus will move to significantly drive sales growth and the resulting recurring SaaS revenue. As the offering continues to mature, the enhanced sales team will be squarely focused on developing new customer and partner relationships, expanding into new geographic territories and market verticals.

Russell Francis, Chief Executive Officer, Velpic commented: *"As the focus of the business shifts from converting to a public company and expanding our platform to building scale in our client base, it makes perfect sense for us to put in place a world class sales team that is keenly focused on revenue generation in 2017 and beyond.*

*"I'm delighted to welcome Rhonda and Ashwin to the team. To have such high calibre individuals choose Velpic demonstrates the sales potential of Velpic and validates the sophistication of the ever expanding platform. Their SaaS sales background and expertise is highly regarded, and I have no doubt they will prove valuable members of the team."*

**\*\*ENDS\*\***

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## About the Velpic Group

The Velpic Group consists of two related entities: Velpic, a cloud-based video eLearning platform, and Dash Digital, a brand technology agency.

Velpic has developed a unique online platform that provides a scalable, cloud-based training, induction and education solution for businesses. The platform allows businesses to create their own training lessons and distribute them to staff and contractors, who can access the Velpic Platform on all devices including mobile phones and tablets.

The cloud-based platform has global potential and is set to disrupt the traditional Learning Management System (LMS) marketplace, and Velpic already has an extensive list of ASX 200 clients using the platform.

Dash Digital is a full service digital branding, marketing, web and app development organisation that seamlessly blends creative and development talents across all disciplines – visual design, print graphics, websites, software development and online marketing.