

Gary Lowrey Business Bio

Gary Lowrey is the Principal Director of InitioStar with more than 30 years of international sales and marketing experience within the technology sector. In his role with InitioStar, Gary has undertaken interim and advisory board-level roles for major corporations, SMEs and start-ups in the software and services market space.

Founded in 2002, InitioStar provides interim and advisory services including sales, business development, change management and consultancy. Working at board level, assignments are directed at business development, recovery, change management and project audit in functional areas such as CRM, business process management, origination and contract management in the banking and insurance markets. Gary has successfully led and exited two technology start-ups in CRM and 3D digital design and has managed M&A and post integration activities.

Prior to founding InitioStar, Gary was the Group Sales and Marketing Director for Rebus Insurance Systems, where as a main board director he was responsible for establishing a central sales and marketing team following the merger of two leading insurance software companies. Earlier roles included: Regional Sales Director for Misys Banking Systems where he was responsible for developing the business in India and various UK and International sales and marketing roles with Oracle, Fujitsu-ICL and Wang.

He started his career with PwC and has a BSc Honours degree in Computer Science and Mathematics from the University of London.