

# GARY LOWREY

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**Entrepreneurial CEO and Interim Sales Director in technology markets**  
**International expertise in sales, marketing, turnaround and M&A.**  
**Successful Career foundation at Oracle, Fujitsu, Misys, Xchanging and Wang**

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## **Managing Director, InitioStar**

*January 2002 – Current*

[www.initiostar.co.uk](http://www.initiostar.co.uk)

InitioStar provides interim sales and marketing services. Since its inception 10 years ago, it has worked with 15 different technology businesses achieving double-digit growth for many clients; it has created two starts-ups, managed four turnarounds and engineered three successful exits to date.

### ***Selected Assignments***

#### **Interim Managing Director: Financial Trading Information – Current**

Telefax Data Systems specialises in digital displays to the UK's financial trading rooms. I acquired the business in December 2010 with additional capital and restructured it back to profitability, providing the sales, marketing and operational input. Clients include HSBC, UBS and Deutsche Bank.

#### **Sales & Marketing: Finance Software & Outsourced Solutions – 5 years**

Field Solutions is a leading provider of software and services to the Asset Finance market. My remit was to provide marketing services on a retained basis through to the acquisition by Cassiopae. I am continuing to provide marketing and M&A advice.

#### **Consultant Director: Global Accounting Firm – Financial Services – 6 months**

Established a web based direct asset finance and lending business model for the firm. Working with their internal business teams, software providers and outsourced services, we delivered a strategic solution in 6 months.

#### **Commercial Director: NASDAQ Finance Software & Services – 2 years**

NetSol Technologies: a NASDAQ listed financial services software and services company (T/O £35m). Asked to manage the European sales marketing and finance operations following their acquisition of UK based CQ Systems. I realigned the company with its core markets and increased profit 50% increase in 24 months.

#### **Managing Director: CRM and Telesales Software and Services – 3 years**

Acquired the business, refocused on sales and marketing and won major projects with Barclays Bank (call centre based mortgage application) and EDF Energy (services booking system). The software was redeveloped and delivered through outsourced development, recruited and managed by me.

#### **Managing Director: 3D Digital Media Software – 3 years**

I created a new company through a marketing and development partnership with Adobe bringing to market a 3D digital media platform (Adobe Atmosphere). A virtual global team was created and the company went on to develop b2b commercial web-based applications for clients that included Adobe and Unilever.

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## **Financial Services Sales Director: ERP Software – 2 years**

I was recruited by a private ERP solutions provider (T/O £40m) to manage the financial services and insurance sales team. Customers included RBS, Barclays, Lloyds, Standard Life and Friends Provident. Primarily major account management, my team achieved a significant increase in revenues in 24 months.

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## **Sales & Marketing Director, Rebus Insurance Systems (Xchanging)**

*January 2000 – January 2002*

Insurance software, services and outsourcing (T/O £40m): Responsible for bringing two sales and marketing teams together and establishing a single point of sales contact for all customers under a unified Rebus brand. Achievements included: increasing key account sales by 20% in 24 months, winning major account new business and leading the 'go-to market' initiative for a London Market Repository.

## **Regional Sales Director, Misys Banking Systems**

*February 1997 – December 1999*

Misys Banking Division: overall sales responsibility for the UK, Russia, Middle East and Africa region. Promoted to General Manager for India and South Asia and achieved 100% increase in revenue and profit over 24 months.

## **Sales Manager, Financial Services, Oracle**

*October 1992 – January 1997*

Led the product sales team for banking and insurance; achieved the first Oracle solution sale on an IBM mainframe (NatWest) and delivered in excess of £20m per annum, winning further competitive deals with major UK banks.

## **General Manager, Sales & Marketing, Fujitsu ICL**

*June 1989 – September 1992*

Led the global marketing team for the 'Midrange Systems Division', and grew annual revenues from £80m to in excess of £200m in 3 years, established a global channel sales and marketing operation and won a Queen's Award for Exports.

## **Sales & Marketing, Wang**

*June 1983 – May 1989*

I exceeded all sales targets over 6 years, receiving an award for 'Top European Salesperson and delivered in excess of £10m sales. Moving into management, I created the first UK portfolio of third party financial applications working with the company's US operations and third party software companies and established the product marketing function.

## **Education**

BSc Honours in Mathematics and Computer Science (University of London) led to PwC (Coopers & Lybrand) and passing the Accountancy and Law foundation.