



ProTech Computer Systems Announces Three New Director Level Appointments To Drive Business Growth

Suzie Russell appointed as Director of Charities, Clubs and Football. Trevor Cole becomes Director of Education, CRM and Trades Unions. Peter Sumner appointed Director of Associations, Federations and Institutes

Record management software vendor, ProTech Computer Systems, has announced three new Director-level appointments as part of a business development programme.

Suzie Russell has been appointed Director of Charities, Clubs & Football. In this role, Suzie will be responsible for increasing sales of ProTech's Pro-7 record management software in the leisure and football markets, alongside the more traditional CRM sectors.

Prior to joining ProTech, Suzie was responsible for founding Opta, the official Premier League statistician. Suzie established Opta as a leading force in the compilation of football team and player performance statistics and she oversaw the company's high-profile collaboration with the Premier League.

Commenting on her appointment, Suzie Russell says, "I am looking forward to contributing to the growth of ProTech Computer Systems and establishing Pro-7 as the 'defacto' software application for membership-based associations. Rather than just simply recording contacts, Pro-7 provides an easy-to-use, fully integrated record management system that combines information about membership, subscriptions, events, even web-site interaction on one customer record."

She continues, "This enables a flexible approach to customer communication - for example, a customer can choose to receive invitations and white paper notifications, but not newsletters or junk mail. This relevant information and interaction makes customers feel part of the organisation - a valued member - and helps organisations to strengthen customer relationships."

In addition to the appointment of Suzie Russell, ProTech has appointed Trevor Cole as Director of Education, CRM & Trades Unions and Peter Sumner as Director of Associations, Federations & Institutes.

About ProTech Computer Systems

Established in 1995 ProTech Computer Systems (ProTech) continues to experience sustained and successful growth.

ProTech provides specialist software solutions for Record, Relationship, Fundraising and Marketing requirements. ProTech software is used by many of the country's leading Not for Profit, Sports and Leisure, Trade Unions and Public Sector organisations.

Protech headquarters are based in Birmingham with a further UK sales and marketing office in Stevenage. From these locations dedicated facilities are provided to clients including support, training, development and implementation services.

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