



Beautiful accounting software

## MARKET RELEASE XERO LIMITED (XRO)

# Xero appoints Managing Director of Xero New Zealand

15 January 2014

Xero is pleased to announce the appointment of Victoria Crone to the position of New Zealand Managing Director, effective April 2014.

Crone will be a key member of the global sales leadership team, responsible for driving relationships with government, financial institutions, corporates and media in New Zealand.

Rod Drury, CEO of Xero, said “Xero in New Zealand has rapidly grown to over 90,000 small business customers and NZ\$25 million of annualised committed revenue. We’re thrilled to have a world class executive like Victoria focused 100% on our local market as we embark on the delivery of our next wave of services.”

“We’re uniquely positioned in New Zealand to redefine Business to Business and Business to Government connected services, that can be globally rolled out. Our vision is to make New Zealand an international case study for electronic business.”

Following 18 years with Telecom and Chorus, most recently as Chorus General Manager, Marketing and Sales, Victoria has extensive experience applicable to her new role at Xero.

Crone will start her new role at Xero’s Auckland office in April 2014. Crone will be Managing Director of XRO’s New Zealand operating subsidiary.

Xero’s growth in staff continues with over 90 recruited in the last three months, taking total staff numbers to over 600. Xero is still aggressively recruiting, particularly for those with software development skills.

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### **About Xero**

Xero provides beautiful, easy to use online accounting software for small businesses and their advisors. The company is listed on the NZX and ASX.

See <http://www.xero.com>

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