



## Loic Avenel Appointed EMEA Product Marketing Manager at HP Exstream

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**London, UK – 17 March 2010** – HP today announced the appointment of Loic Avenel as EMEA Product Marketing Manager for HP Exstream, a single software platform for enterprise document automation.

In his new position, Loic will be responsible for strengthening and developing the client base of HP Exstream as well as supporting the sales teams and directors within Europe, the Middle East and Africa.

Commenting on Loic Avenel's appointment, Simon Reynolds, Group Manager – IPG Enterprise Software, UK&I and Iberia said, "As companies and organisations look for ways to make their customer communications more engaging, we're seeing strong demand for HP Exstream's enterprise document automation solution across the region. Loic brings a vast amount of industry experience to this role and he will be key in strengthening our presence."

Loic has more than 14 years experience in sales and marketing analysis in IT software and printing. He began his career at Xerox France in 1997 as Marketing and Sales Data Manager. Prior to this, Loic worked at Novadigm Europe where he actively contributed to Radia's software development and success in Europe. He also worked across an international level to promote the solution in large enterprises throughout the world.

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Following the acquisition of Novadigm in 2004, Loic joined HP as International Marketing Product Manager for OS Management solutions. He joined HP IPG (Imaging and Printing Group) in 2006 as Marketing Product Manager for HP Output Management solutions and now serves as EMEA Product Marketing Manager for HP Exstream, which HP acquired in 2008.

Loic received a degree in Engineering Sciences from the University of Rouen and an Electronics, Data Processing, and Computer Science degree from the University of Nantes. Loic completed his studies abroad at the University of Cambridge.

HP Exstream is a fully integrated software platform for creating, managing and delivering all customer communications across the enterprise. Customers reduce costs up to 80%, get critical communications out as much as 85% faster, and increase revenue by improving the customer experience. Additional information regarding



HP Exstream is available at [www.hpexstream.co.uk](http://www.hpexstream.co.uk).

### **About HP**

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