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Gem Accounts Appoints President of North American Operations

After it's recent U.S. launch (<http://www.gemaccounts.com/splash/gemaccounts-pressrelease-03102013.pdf>), cloud accounting software vendor Gem Accounts is signalling serious intent with the appointment of it's North American President, veteran accounting software sales executive, Ken Del Gobbo.

Most recently, Del Gobbo was the *Director of Channel Sales* as well as the *Sr. Director of Channel Recruitment* for Acumatica, a fast-growing international provider of ERP solutions for small and medium-sized companies. He led Acumatica from a 3-man start up operation in the United States to the serious player it is now in the mid-market ERP space through the aggressive expansion of a network of domestic and international resellers.

A tested industry veteran with over 25 years of experience dealing with small to medium-sized ERP software vendors, Del Gobbo has successfully functioned in various leadership roles ranging from *Vice President of Worldwide Sales* for AccountMate, *Director of International Sales* at Solomon Software and as the *Director of Vertical Product Channel Marketing* for SBT Corporation. Del Gobbo has specialized in the development of go-to-market and sales channel strategies whether it be for startups or for under-performing mature sales teams.

Del Gobbo brings strong U.S. sales and management expertise to the Gem Accounts team and will head the North American operation from Gem's San Francisco office. He will function as the operational leader developing and driving the Gem sales & partner programs, expanding product awareness and positioning Gem firmly as the dominant cloud accounting software for mid market enterprises (MMEs).

Gem Accounts Managing Director, Andrew Crowe, says that 'Ken's knowledge and experience in developing markets for accounting software and delivering results is second to none. With Ken's leadership in the important North American market we believe that Gem will soon be established as a serious cloud accounting player.'

'We are excited to have Ken on board and honored that he chose to join with our team as he had several competing offers on the table.' Crowe says.

'I chose to work with Gem explains Del Gobbo 'partly because the depth of features in the product are unparalleled in existing cloud accounting systems at any price point, let alone at \$199 per company per month; but mostly because of the passion, commitment and excitement that the Gem team is bringing to the MME space which has been underserved by other vendors.'

Del Gobbo believes that 'there is an incredible opportunity with Gem to gain market share by fulfilling the need for Trusted Advisors to offer cloud accounting software to support the growing number of organizations that are transitioning from being SMB and SME-sized businesses. Currently these companies face the challenge of growing into MMEs without any support from their existing software vendors.

'I believe that MMEs have been underserved by cloud software vendors, especially in regards to accounting and business workflow, Gem is addressing that imbalance by focussing on delivering software to companies who are more sophisticated

than the small businesses they are typically grouped with as an SME. The accounting & systemization needs of a 5 to 50 person business are far greater than those of a 1 to 5 person business, yet most SME vendors treat them the same. Gem breaks from that tradition and delivers serious accounting software for the mid market at an affordable price point.

'I'm ecstatic to be joining this exciting team and I look forward to taking Gem to the market and shaking things up a bit.' Del Gobbo promises.

About Gem Software Solutions

Melbourne Australia based Gem Software Solutions, a simPRO Group company, produces the Gem Accounts cloud accounting software for mid market enterprises (MME). Gem Accounts is a fully featured accounting product with multi country capability providing multi currency, multi language, line by line eliminations for consolidation, and all the features you would expect from a serious accounting package.

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Just visit www.gemaccounts.com for more information and a 30 day free trial.