

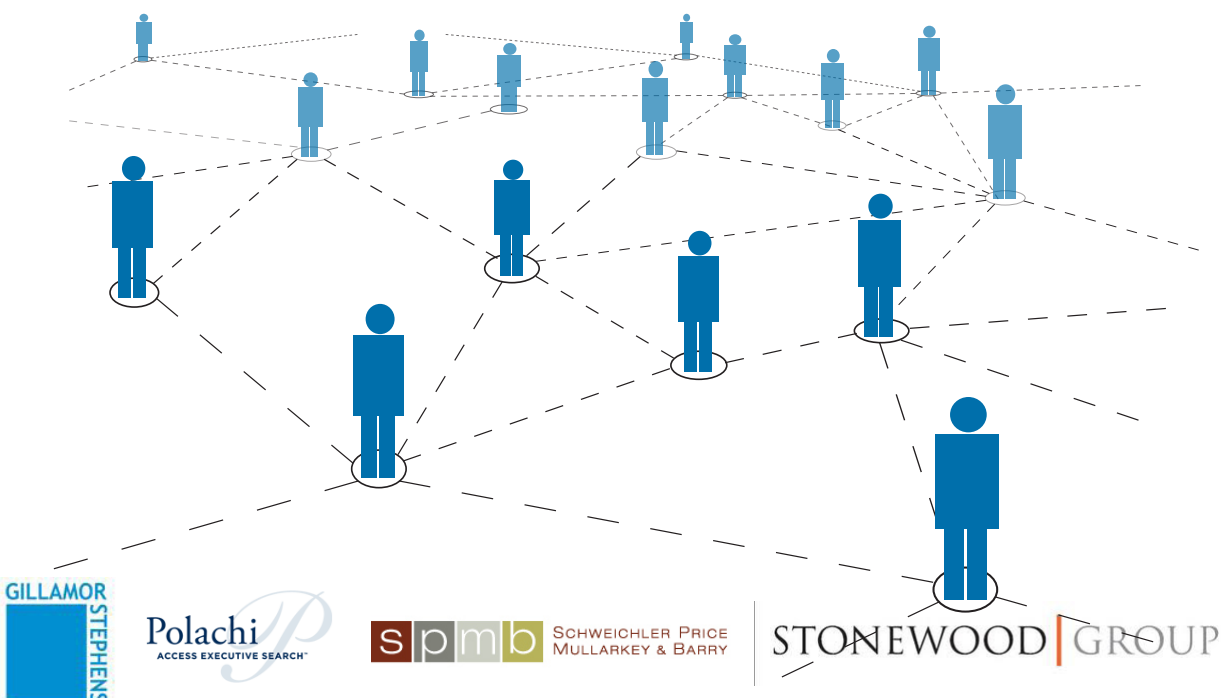
Access Search Partners (ASP) firms Gillamor Stephens, Polachi and Braithwaite Steiner Pretty (BSP) help AppSense in hiring key Executives in Europe, the US and Asia Pacific.

AppSense, the leading provider of user virtualization solutions for enterprises, makes physical and virtual desktop deployment possible by ensuring a seamless user experience across all delivery platforms. AppSense accelerates multi-platform desktop deployments by eliminating costly user management tools, enabling single-image application delivery, and ensuring users have the same experience from any desktop. AppSense technology is used around the world by companies such as JPMorgan Chase, Lowes, United Airlines, Wachovia and ESPN. AppSense has offices in New York and Santa Clara in the US, London and Manchester in the UK, and additional offices in Munich, Melbourne, Amsterdam, Paris and Oslo. In fiscal year 2011, which closed June 30, AppSense increased its booked orders by 54 percent globally from the previous year, to just over \$71M. In February 2011, the company closed a \$70 million investment by Goldman Sachs

the next four years, user virtualization ensures a seamless user experience across all delivery platforms (physical, virtual, cloud, mixed, etc.). The AppSense User Virtualization Platform enables enterprises to transform their desktop estate and embrace the new trend of "bring your own device" by separating the user component of the desktop from the operating system and applications and managing it independently, ensuring that the user can access all of their information from any desktop or device.

Gillamor Stephens had known Darron Antill, CEO AppSense, for a number of years and when AppSense entered a period of hyper-growth there was a critical requirement to hire a number of executives into key positions. Darron turned to Gillamor Stephens initially to support the business in EMEA and successful searches were conducted to hire a VP of Central Europe and a Marketing Director Benelux. As the hiring requirements expanded further internationally, Steve Morrison of Gil-

In what is expected to become a \$2.4 billion market in





Gillamor Stephens was able to introduce Darron to his Access Search Partner colleagues in the US at Polachi and Australia at BSP who conducted successful search assignments to recruit a VP US Marketing and a MD Australia New Zealand respectively.

When Sean Carroll, a Partner at Polachi began the search for the VP, US Marketing, the initial strategy was to focus on candidates in the greater New York City area. Following additional discussions with AppSense it was decided to open up the search to individuals in the Silicon Valley / San Francisco bay area. Since ASP has a partner firm (SPMB) in the bay area, Sean had access to the SPMB database and was able to leverage their database and knowledge of the local candidates. The search was successfully completed with a candidate from the bay area. Sean Carroll of Polachi stated: "This is a great example of how ASP firms work globally to successfully complete demanding executive searches".

The Managing Director ANZ role was a key appointment for AppSense as it positions the company to take advantage of the huge opportunities in the APAC region. Phil McCann, who Heads BSP's 'Fin-tech' practice, managed the search. "We understand the appointed MD has already made significant inroads into the ANZ market after only a couple of months and 2012 looks to be a stellar year for AppSense.

Steve Morrison of Gillamor Stephens stated, "Not only has it been very exciting hiring key executives for AppSense in Europe, a company that is defining and

leading a new sector of the technology industry, but it has been particularly satisfying to introduce our ASP colleagues into the business and support AppSense's growth agenda in the USA and Asia Pacific regions. In forming ASP we have a global executive search capability underpinned by the strong sector specialisation, quality focus and commitment to supporting our clients in achieving their business and organisational objectives." Darron Antill, CEO of AppSense stated, "I have been impressed by the industry knowledge, energy and the attention to quality that Gillamor Stephens and their ASP colleagues have brought to our executive hiring activities. Most importantly we have been able to make some great hires. We are driving a growth agenda and rapidly expanding our global presence, I am sure we will be continuing to utilise their services".

About Access Search Partners (ASP)

Access Search Partners (www.accesssearchpartners.com) is a high performance partnership of five leading technology executive search firms that provide clients with specialist search services on a global scale. ASP member firms are able to work with clients to achieve their goals against a variety of challenges. ASP's core objective is to change the search industry and deliver real value to clients by offering a no compromise alternative to traditional search firms on an international level.

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