

## **MEDIA RELEASE**

**12 October 2013**

**For immediate release:**

### **Business Advantage Appoints US VP, Opens US Office**

The IT, software and telecom industry research specialist [Business Advantage Group](#) has appointed Bill Gordon as Vice President of Business Development, responsible for serving customers in the Americas.

Chris Turner, CEO/Managing Director of Business Advantage said, “We’re delighted that Bill has joined us and opened our new US location in San Francisco. Bill, as our first US employee, will ensure our customers in the Americas have support and service during their working hours and will lead our growth efforts in the US and beyond. Bill is an internationally experienced software and technology company executive who has already proven to have immediate rapport with senior managers in our customers and partners, so his appointment will build new relationships and enhance existing ones.”

Bill Gordon, VP Business Development, Business Advantage Group said, “I’m excited by this opportunity to help more people to grow their businesses. The customers I’ve met with tell us how they gain competitive advantage with the strong data and tailored recommendations that Business Advantage provides to support and guide their business decisions. A significant percentage of Business Advantage’s revenue already comes from US customers including 3M, Autodesk, Dell, HP, IBM, Infor, Intel, Lexmark, Microsoft, Oracle, Sophos, Synopsys, Xerox and many small to medium sized organizations. I’m confident that as even more people learn about the quality of our custom research, our depth of resources for international and multi-lingual markets and our investment in a local presence, even more US customers will see the benefit of working with us.”

Business Advantage’s team of specialist researchers has undertaken B2B market research and consulting on a worldwide basis and has successfully completed over 1,000 assignments for information and communications technology clients in over 100 countries, spanning five continents.

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## **Notes for Editors**

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**Business Advantage:** Formed in 1992, **Business Advantage** is a B2B market research, business development and marketing consulting practice operating in the global IT, Digital Communication and Telecommunications sectors. Their team of specialist researchers has undertaken B2B market research on a worldwide basis and has completed assignments for information and communications technology clients in over 100 countries, spanning five continents.

Business Advantage provides a wide range of services to many leading international companies, including **3M, Autodesk, Canon, Dell, HP, Infor, IBM, Intel, Lexmark, Microsoft, Oracle, SAP, Sony, Sophos, Synopsys, Xerox Engineering Systems** and many others.

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