

Contact(s):

<b>Airas Intersoft Ltd</b> David Truman Airas Intersoft +44 (0)208 554 0392 david.truman@airasintersoft.com	<b>Closer Partners LLP (PR)</b> Andrew Hubbard Closer Partners LLP +44 (0)7785 337794 andrew@closerpartners.com
---	---

### **Airas Intersoft Announces New Hire Sales Director, Richard Hardie, To Drive Future Growth & Profitability.** *29<sup>th</sup> November 2009*

Life & Pensions IT services provider, Airas Intersoft Ltd, has today announced that Richard Hardie has joined the company as Sales Director. Richard joins the existing management team to expand the subscriber base of iGas, the acclaimed policy administration system, and also lead the company into new regions around the world, especially into emerging markets.

Richard will have overall responsibility for business developments activities within the company and the primary goal of delivering sustained subscriber growth. Previously Richard enjoyed a long and distinguished career within Life & Pension application sales in the UK and overseas, initially with Sapiens, then Solcorp, EDS, most recently becoming head of sales for the insurance solutions division of HP Enterprise Services.

Richard sees that Airas Intersoft is extremely well positioned to work with the global and regional insurance companies as they move into new markets. "The opportunity to work with Airas Intersoft and be part of the management team at a time when the Life industry is resurgent and looking to expand is tremendously exciting."

He believes that the breadth and depth of the Airas Intersoft products, coupled with the quality of its implementation teams and partner companies, offer life insurers a rare combination of flexibility to enter new markets quickly and the stability, resilience and scalability to handle high volumes of transactions and policies.

David Truman said, "I am confident that with the injection of Richard's international sales experience, the huge potential of Airas Intersoft in the Life & Pensions market can now be realised. The company already has great products combined with a proven track record and I am looking forward to working with Richard as we seek to expand through both direct sales and partner-led growth."

## **Editors Notes:**

### **Airas Intersoft Limited**

**Airas Intersoft** ([www.airasintersoft.com](http://www.airasintersoft.com)) is a UK headquartered company that provides software solutions for the global and local life assurance and pensions markets. Airas Intersoft is the first company to offer web architected options based on proven life & pension administration software, bringing new levels of speed of innovation, flexibility and customer service, and lower cost of ownership to Financial Service Providers in developing and fast-maturing markets. Airas Intersoft is extremely successful at achieving rapid time to payback for businesses entering new markets in a matter of months, or launching new products in a matter of weeks, and extending to new distribution channels.

Airas Intersoft's Integrated Global Assurance System, iGas, is the only life and pensions system that has built in support for over 700 parameterised products, proven in a dozen countries on four continents; designed and tested by Actuarial and Insurance Industry professionals. IGas incorporates solutions developed over twenty years for markets as diverse as the Bahamas, Kenya, Hungary, Malta, Czech Republic and Dublin.

If you require any further information, please contact our Andrew Hubbard on 07785 337794 or e-mail on [andrew@closerpartners.com](mailto:andrew@closerpartners.com)

