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Michael Watts Appointed to COO

November 2, 2011 - Boston, Massachusetts and Appenzell, Switzerland

GMC Software Technology, a leader in customer communications and output management solutions, today announced that **Michael Watts, President of the Americas**, has been appointed to the position of Chief Operating Officer (COO). Reporting directly to Dr. René Müller, Chief Executive Officer, Watts will be responsible for the management of the company's worldwide sales and marketing organization.

"Mike has played a key role in the successful development of the North American and Latin America sales organization," said Dr. René Müller. "His track record of commitment, skills and consistent delivery of results has been a key factor for the board to promote him to this new level of responsibilities."

Michael Watts joined GMC in 2000 and was previously responsible for the management of operations for all the Americas, including Canada, the United States, Mexico, Central America and Brazil. Prior to GMC, Watts held positions at Xerox Data Systems, Honeywell Information Systems, Data General, Memorex-Telex and Hitachi Data Systems. He also co-founded Sigma Computer Systems, a systems integration company in the mid-range market.

"I am honored to take on my new role of COO for GMC," said Michael Watts. "This is a very exciting time and the company has come a long way since I joined over a decade ago. I look forward to the challenges that come with my new position and the opportunity be a part of GMC's consistent growth in the field of Customer Communications Management."

GMC Software Technology

GMC Software Technology delivers the most effective solutions in the field of Customer Communications Management (CCM). With unrivalled experience in the industry, GMC has consistently demonstrated the ability to help businesses increase customer engagement across all touch points. The company's CCM platform, GMC Inspire, enables enterprises to deliver relevant communications, at the right time, through the preferred channel for every customer - driving customer loyalty, acquisition and operational efficiency.

GMC Software Technology serves thousands of clients worldwide across the banking, insurance, retail, business services, telco/utilities and healthcare industry. Having received numerous awards in the field Customer Communications Management, the company is recognized as an industry leader for innovation.

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