



**Komosion Pty Ltd**  
ABN 84 128 837 123  
PO Box 244, Darlinghurst NSW 1300

Sydney  
Suite 1, LG, 32a Oxford Street  
Darlinghurst NSW 2010 Australia  
t +61 2 9368 7420  
f +61 2 9368 7421

w [www.komosion.com](http://www.komosion.com)

Melbourne  
113 Ferrars Street Southbank  
VIC 3006 Australia  
t +61 3 8699 1199  
f +61 3 8699 1100

e [info@komosion.com](mailto:info@komosion.com)

## MEDIA RELEASE

# Flight Centre's former global marketing leader invests in Komosion's growth and joins Board

**Melbourne, 9 July 2009:**

Digital marketing and software services company Komosion today announced the appointment of Mr Keith Stanley, Flight Centre's former Executive General Manager Product Marketing and Distribution, to its Board and its share register.

Mr Stanley led Flight Centre's marketing for 16 years. He was most recently the Chief Executive of Stella Travel Services and is also a former national marketing manager of IKEA. He said he was attracted to Komosion because of its people, services and award-winning website publishing software.

"As a life-long marketer I was hugely impressed by the company's software, KomodoCMS, which really puts the power of the web into the hands of its clients," Mr Stanley said.

"The company has a very smart business model whereby it provides its software to clients over the web at great value price points. They don't need to install any new hardware or software and can immediately drive their own integrated digital marketing campaigns."

In a related move, the Board also appointed Komosion's Chairman, Mr John O'Neill, to the role of Managing Director. Mr O'Neill is a former Managing Director of Tourism New South Wales, the NSW Government agency responsible for marketing Sydney and NSW within Australia and around the world.

"Keith's investment and the continuing support of our directors and existing shareholders will allow us to grow the distribution of our software, expand our services and continue to invest in finding new ways to turn on the power of the internet for our clients," Mr O'Neill said.

Mr O'Neill said he had asked Komosion's Chief Executive, Mr Berry Driessen, to continue in his role albeit with a sharper focus driving sales and marketing and, in particular, indirect software sales, as well as retaining responsibility for overseeing financial control.

“Our ability to sell our software through third parties is essential to our plans for growth,” said Mr O’Neill. Mr O’Neill said as part of the new arrangements, Mr Stanley would also consult to Komosion and its clients.

Mr Stanley joins a Board that includes Mr Shane Higgs, the former owner and publisher of *The Melbourne Times* newspaper group and the Hon Sandra Nori, a former Minister in the NSW Government for eight years and a member of the NSW Parliament for 19 years.

Komosion’s major shareholder is Mr Igor Zambelli, the Managing Director of Smart Works, a Melbourne-based brand and design agency. Mr Zambelli has backed the development of KomodoCMS since its inception and the software has just celebrated the release of its sixth version.

**Media enquiries: Luke Starr, Starr PR, 0419 446 879.**

**About Komosion:** *Komosion has offices in Sydney and Melbourne. Komosion is a 2009 Victorian State Winner of the Australian Information Industry Association iAwards. The award recognised its website publishing software, Komodo CMS, as 2009’s most innovative ICT solution supporting communication services. Komosion was also recognised as one of Australia’s 50 most innovative companies last September. For more information see: [www.komosion.com](http://www.komosion.com)*

