

GMS Software Factory Expansion

Christian Van Zyl has joined South African GMS Software Factory as their new Director of Marketing. Working with Quarry One Eleven, the company has been extremely successful in selling Publisher for ArcGIS and Composer to public and private organisations throughout southern Africa.

These companies now use GeoPDF and the free Adobe Reader to distribute their maps and collect information back from users; GeoPDF removes the need for training end users as well as doing away with purchasing and installing any reader software.

Christian brings a wealth of sales and marketing experience to the company and is tasked with building on the early GeoPDF sales successes. After studying Business Management, Christian cut his teeth promoting some of the World's most recognised sports brands (Salomon, Gilbert Rugby etc.) before swapping products to join GMS Software Factory.

In his own words Christian says of the move; *"specialist software, such as those used in mapping, are still niche products. The GeoPDF software from TerraGo Technologies changes all that and enables everyone to benefit from using maps. I firmly believe that this access will have a huge impact on our whole country, my role is to get the message out there."*