

# Joe Croser Vice President of Products Pointools

Pointools Limited has named Joe Croser as vice president of Products, adding proven go-to-market experience to the Pointools board of directors. Croser will lead Pointools' product management, product marketing, and sales strategy to position the whole Pointools team, including its global channel partner network, to best serve the needs of its rapidly growing user base.

Croser joins Pointools with more than 20 years of sales, marketing, and product experience in architecture, engineering, and construction (AEC) industries. Before joining Pointools, Croser was Global Marketing Director with Bentley Systems. In this role Joe provided marketing leadership for more than 75 per cent of the company's revenue-generating products and software subscription offerings. During Croser's five-year tenure at Bentley's headquarters in the USA, Bentley's revenues increased by 60% from USD300m to USD500m.

Before joining Bentley in 2005 Croser served as Technology Strategy Director for Parkview International London, a Hong Kong-based property developer. Prior to that Croser gained valuable project experience working with some of London's best known owner-operators and AEC design firms including the BBC, BAA, Richard Rogers Partnership, Buro Happold, and Reid Architecture.

Croser studied architecture in Oxford where he gained a Bachelor of Arts degree. He joins Faraz Ravi and Tony Rogers on the Pointools board of directors.

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