

# Snowflake Software appoints Phil Lines



Phil Lines joins the Board of Directors at Snowflake Software to drive the sales strategy and further develop international alliances and partnership programmes. Lines brings a wealth of experience to the company having held leading, commercial roles in the GIS and CAD industries.

Lines' expertise in professional business development, extending partner relationships and establishing channel sales makes him an ideal candidate as Snowflake Software continues to grow its reseller network throughout Europe and the Rest of World. His tactical approach to implementing successful commercial initiatives and proven track record of growing corporate revenue will undoubtedly contribute strongly towards the next stage of Snowflake Software's expansion.

In the United Kingdom, Lines' reputation grew from his position at Ordnance Survey where he was Head of Partner Team, responsible for managing 180 partners under the Alliance Programme. Lines has also held commercial roles at Autodesk, Exactel, Deltek, Revit and, most recently, Blom Aerofilms.

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