



## **MANAGEMENT AND BOARD UPDATE**

Tuesday, 23 January 2018

GeoOp Ltd (the Company, GEO) announces the resignation of its Managing Director, Dr Anna Cicognani, the appointment of a new Chief Executive Officer, Kylie O'Reilly and the appointment of a new Non-Executive Director, Mark Rushworth.

### **Anna Cicognani**

Anna joined GEO in February 2015. During her tenure she has achieved a significant turnaround of the Company, launching fully cloud-based infrastructure, resulting in GEO's platforms achieving consistent 100% uptime, launching new products, achieving substantial growth in recurring revenues, greatly reduced cash burn, the acquisition and integration of InterfaceIT, the award and extension of a Callaghan Innovation Grant, and migration of the Company to the NZX Main Board.

The resignation will be effective from 1<sup>st</sup> February 2018. Anna will be available to assist the Company during a transitional period.

### **Kylie O'Reilly**

Kylie will be appointed CEO of the Company with effect from 1 February 2018. She has been with the Company since November 2017, running its partner channels.

Based in Sydney, Kylie has a proven management track record with more than 20 years' experience in guiding technology and media companies through rapid and continuous growth cycles. She has a proven record in managing sales teams and scaling businesses through channel partnerships.

Prior to joining Geo, Kylie was General Manager of Bluewater Control, a fast-growing Software-as-a-Service business offering a mobility management solution. At Bluewater she was responsible for developing a successful channel partner strategy with Telstra, delivering significant growth.

Previously Kylie was the Managing Director of AAP's Agency Enterprise businesses for 11 years, where she triggered a technology-led transformation, and prior to that was National Sales Manager at Fairfax Digital.

Kylie has served as the Chairperson of All Together Now, helping Australia to embrace cultural diversity, is currently on the Advisory Working Committee for Squash Australia and is a Telstra Women in Business Awards judge. She holds an MBA from UTS Business School and is a graduate of AICD.

### **Mark Rushworth**

Mark will join the GEO board from 1 February 2018, bringing a strong mix of governance, marketing and technology experience. Based in Auckland, Mark is currently Chairman of fintech start-up Genoapay, and a Non-Executive Director of NZX-listed Freightways. He has previously served as CEO of Paymark, Pacific Fibre and internet provider ihug.

### **Roger Sharp, Chair, said:**

"We take this opportunity to thank Anna for her achievements of the past three years. The extent of the turnaround she has achieved is not to be underestimated. Today GEO has a stable platform, materially improved customer satisfaction, a new product suite emerging and a path to profitability. We thank Anna for her tireless efforts to move this company forward.

With vastly improved infrastructure in place and new products in the pipeline, GEO now has an opportunity to increase its focus on sales and revenue growth. We believe that Kylie's experience in running sales teams and channels are well-suited to build on the foundations that Anna has laid.



GEO is consciously augmenting its brand, marketing and sales leadership, and as part of this strategy we are delighted to welcome Mark Rushworth to the Board. Mark brings many positive attributes, including extensive marketing and brand experience in the technology sector. His career background and passion for growing digital businesses complements the capabilities and experience of Geo's other Directors and is expected to assist the execution of its growth strategies".

Mark Rushworth said: "I am excited about joining the Board of GEO and look forward to contributing to the successful growth of the Company."

Dr Cicognani said, "It has been an incredible three years and I have enjoyed my time at GEO tremendously. I have done what I set out to do and it's time for a new chapter. The Company is ready for growth and profitability. GEO's products are loved by customers and the imminent refresh of the UX and UI for the workforce management product will give the Company a great marketing and sales push. I am a strong believer in the productivity space for all businesses and GEO has the potential to become a major player in it. I wish to thank the GEO team and Board for a great journey and I wish the Company every success."

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