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Growth in MPS Opportunities Leads Netaphor to Expand USA & European Sales Team

Bob Russell and Siddharth Nath Join Effort to Grow SiteAudit's Partner Base

Irvine, Calif. – 31 October 2017 – Netaphor (www.netaphor.com), a leader in managed print software (MPS), today announced the addition of two members to the Netaphor sales team. Netaphor currently has over 60 partners globally using the SiteAudit family of MPS solutions to manage printer costs and improve service performance.

Bob Russell joins Netaphor with over 20 years of industry experience, including senior positions at Canon USA and Océ North America. At Canon Bob was responsible for the Managed Document Services program, including its formation in 2013. Prior to Canon, he helped develop and successfully grow Océ North America's MPS program and had successful roles in national account and enterprise account sales. Bob will focus on partner development in North America.

Siddharth Nath is a former HP and Canon sales development manager, Siddharth has spent over 10 years developing partners to sell cutting edge core hardware and software solutions. While at HP Siddharth was responsible for developing key MPS (managed print services) partners in the UK. At Canon Siddharth held various positions developing partners across the UK & ROI to sell and support output management and Information management software solutions. Siddharth will focus on partner development in the UK & ROI.

“Netaphor is experiencing exceptional growth for which we need to expand our sales team to keep pace with the opportunities,” said Rakesh Mahajan, Netaphor’s CEO. “We are also dedicated to help transition partners to our MPS platform and the business intelligence it brings to their business. This has required additional sales resources.”

About Netaphor

Founded in 1997 and headquartered in Irvine, Calif., Netaphor Software, Inc. develops and sells software for managed print services. The company’s flagship product, SiteAudit, is the industry’s first software suite to identify, reduce and manage printer costs, saving organizations up to 30 percent during the printer asset lifecycle. SiteAudit customers include organizations in all industries including the Jacobs Engineering and Children’s Hospital of Philadelphia.