

## ALASTAIR SORBIE, IFS PRESIDENT AND CEO



Alastair is currently CEO and President of IFS, a position he has held since 2006. Alastair joined IFS as managing director in 1997, when IFS entered the UK market.

During his time as IFS UK MD, Alastair played an important role in IFS's entry into project-based industries such as engineering, construction and defense. He instigated the development of solutions for these verticals and much of the growth

of the UK group was due to his strategy of successfully penetrating such verticals, which are often considered being outside the crowded traditional manufacturing ERP market. In 1999 Alastair's responsibility for sales, service and support activities within the UK expanded with the creation of IFS South Africa, IFS Middle East and IFS Defence in 2000.

At the end of 2004, Alastair's remit was extended again to take in the Nordic and Continental Europe areas and he was promoted to run IFS's EMEA regional operations. Following his success at leading the EMEA operation, Alastair was the natural choice for the role of CEO and President, taking up the mantle in early 2006.

Throughout his career, Alastair has developed and advanced his knowledge from end user Materials Management, via IT consultancy, into wider application software. He has been involved with ERP solutions since 1981 and has held senior management positions in a number of global applications software product companies.

Alastair is a family man with three children. He enjoys scuba diving, skiing and is enthusiastically working on reducing his golf handicap.