

MARK BOULTON, IFS CMO



Mark Boulton joined IFS as chief marketing officer (CMO) in January, 2012. He is also a member of IFS's executive committee.

As CMO, Mark is responsible for IFS's global marketing, alliances, and communications activities as well as IFS Academy. He works strategically to unify IFS's global voice in close collaboration with regional marketing teams and external agencies. With a special focus on joint marketing ventures with partners, Mark's ambition is to increase market awareness and strengthen IFS's position as a leader within the industry.

Mark has more than 30 years of experience from all aspects of the IT industry. He has extensive international experience, including work in Europe, Asia/Pacific, Africa and the USA. Mark has executive level experience in general management, sales and marketing leadership, and alliance management to P&L level with a highly successful track record in people management.

Mark has held a number of marketing executive positions in his career, including global business development for IBM and leading global storage marketing for Dell.

About IFS

[IFS™](#) is a globally recognized leader in developing and delivering business software for enterprise resource planning (ERP), enterprise asset management (EAM) and enterprise service management (ESM). IFS brings customers in targeted sectors closer to their business, helps them be more agile and enables them to profit from change. IFS is a public company (XSTO: IFS) founded in 1983 and currently has over 2,700 employees. IFS supports more than 2,400 customers worldwide from its network of local offices and through a growing ecosystem of partners. For more information visit: www.ifsworld.com.

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