

**Media Release**

Monday 23 May 2005



**QUALMARK NEW ZEALAND MAKES  
APPOINTMENT TO NEW ROLE**

**Qualmark New Zealand has recently appointed Brian Shirley to the role of ‘Head of Sales and Accounts’, based in Qualmark’s Auckland office.**

Brian comes to the organisation most recently from Fullers Bay of Islands, where he was in a sales role, based in Paihia.

In making the announcement Qualmark New Zealand Chief Executive, Geoff Penrose says, “Brian heads up a team of five Sales and Account managers and will be leading the way as we refine our service delivery to both our existing and future licence holders”. The role of ‘Head of Sales and Accounts’ emerged after a restructuring within the organisation earlier in the year.

“We’re aiming to provide a seamless service, by providing one key point of contact for our licence holders”, says Brian Shirley. Brian will be working in conjunction with his sales and account managers on some of their key relationships. Two new sales and account manager will be joining the organisation during the next few weeks and this will complete the team.

Qualmark New Zealand is a joint venture of the Automobile Association and Tourism New Zealand. Since its re launch in 2002, Qualmark has licenced over 1300 quality assured operators throughout New Zealand. All tourism businesses are eligible to apply. **ENDS**

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