



John Leah, Business Development Manager, SIRE Technology. High res jpeg available

## **SIRE Technology appoints new Sales & Business Development Manager in line with business growth plans for 2016**

SIRE Technology starts 2016 with the appointment of John Leah to the role of Sales and Business Development Manager. John will have responsibility for developing opportunities for the company in the key areas of Back up, Virtualisation, Support and IT Helpdesks. Prior to joining SIRE, John was Gibraltar & EGame Account Director at Kelway.

Russell Cook, Managing Director, at SIRE, said: "John has great technical ability which is matched by valuable experience and knowledge of the gaming industry in both the UK and Gibraltar. We welcome him to the team and are confident that he will play a key role in our planned growth in the coming year."

"SIRE has a proven track record of delivering comprehensive back up and security solutions across a range of markets. There are real opportunities for companies like SIRE and this is an exciting time to be joining them. I'm looking forward to working with them and contributing to their continued success;" commented John. In his spare time John is a professional sculptor and model builder for private commission builds. His model work has won many awards and has been regularly published and used as references within the hobby and modelling industry over the last 10 years. John and his wife are also Kennel Club registered Chihuahua breeders

### **Background**

With over twenty years experience, SIRE is an established and award winning provider of Cloud technologies, systems and processes. These often innovative business continuity systems and processes make a real difference to the operations of their customer organisations. Using IBMs Spectrum Project (formerly TSM) and its own software, Reviver,

SIRE enables its customers to focus on their core activity whilst SIRE manages their infrastructure. By using a combination of the latest Cloud computing techniques and virtualisation, SIRE provides organisations with a reliable, flexible and financially viable IT infrastructure coupled with a robust Business Continuity Plan, that is scalable and future proof.

For more information on SIRE, its products and services visit [www.sire.co.uk](http://www.sire.co.uk) or take a look at the You Tube channel:

[https://www.youtube.com/channel/UCRBiiVFxt\\_\\_peekriGN6hw](https://www.youtube.com/channel/UCRBiiVFxt__peekriGN6hw)

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