



FOR IMMEDIATE RELEASE

Nimble Opens UK Office in Response to Significant EMEA Demand

Appoints Director of EMEA to manage expansion and to provide local support

London, UK – 1st February 2012 - [Nimble](#), the award-winning social CRM platform, has today announced its commitment to the EMEA market with the opening of an office in the UK and the hire of a director of EMEA to oversee the territory. Nimble is the first SaaS platform designed to help small companies turn business connections and social communities into customers for life.

Nimble, which to date has been a US operated business, already has a large customer base across Europe, with 9,000 users and over 50 channel partners including [Social Platform](#), [Wizard Systems](#), [SocialCRM](#), [Impulsa2](#), [Consultoria](#), [NetSkyf](#) and [Monread](#) within the region. The opening of an office in London and the hire of Richard Young, who will be responsible for operations across EMEA, will allow Nimble to ensure it can support its growing customer base and maximise what is becoming its fastest growing market.

Nimble revolutionises the way that businesses manage their social relationships – allowing them to do so within software that is built for the social age. The platform, which was created by CRM visionary and GoldMine co-founder Jon Ferrara, has had unprecedented early success since its launch last year, gaining over 30,000 registered users and 250 partners, and this move into EMEA is the next step in its expansion.

Richard Young, the newly appointed director of EMEA, commented: "I am pleased to join the Nimble team and look forward to leveraging my industry business development experience to drive the new opportunities throughout EMEA. As more companies engage in social business, Nimble has a tremendous opportunity to simplify their social business dilemma with legacy CRM systems." Learn more about Richard at his [blog](#).

Europe is a critical market for Nimble, demonstrated by the recent [comScore](#) report. Jon Ferrara, CEO, Nimble commented: "More than thirty percent of our users are in Europe and we see the demand accelerating. Richard will play a critical role in developing the company's long-term growth strategy, strengthening relationships with solution partners, as well as solidifying our presence in key EMEA regions."

Tim Mayneord of Social Platform, commented: "We are extremely proud to be a Nimble solutions partner - we believe Nimble is the single best socially aware business tool available today. Until now I have not been able to provide empowerment for businesses in today's socially connected world to collaborate more efficiently, to listen and engage with their community to attract and retain the right customers."

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About Nimble

Since its initial launch, Nimble has quickly established itself as a leading Social Relationship Manager. Publications around the world have recognised Nimble as a revolutionary Social Business solution. The platform was awarded *PC Magazine* “[Editors' Choice](#)” as well as the coveted “[DEMO God](#)” award from a field of hundreds of start-up contenders. It has also been recognised by leading analyst firm, Gartner, as a “Cool Vendor” for Social Software and Collaboration and placed on “[The CRM Watchlist 2011](#)” by Social CRM expert and best-selling author, Paul Greenberg. The company also has been a [Finalist](#) for Red Herring's Top 100 Global award.

The new EMEA office is located in the UK, at Knyvett House, The Causeway, Staines, Middlesex, TW18 3BA, and will be the central location for activities covering Europe. Also, feel free to connect with Nimble on [Facebook](#), [Twitter](#) and [LinkedIn](#).

About Richard Young, Director of EMEA

Richard Young is responsible for Nimble's operations across Europe, the Middle East and Africa. He has over 16 years of experience in CRM and business process management. Prior to joining Nimble, Young ran a successful CRM consultancy, implementing large account systems around CRM and ITSM, ensuring clients across Europe put their customers at the heart of their operations. Before this, he implemented Siebel for BMC Software across EMEA and prior to that held the position of Technical Director at GoldMine UK.

About Jon Ferrara, CEO, Nimble

Jon Ferrara founded GoldMine Software in 1989 where he served as the executive vice president of the company until it was sold in 2000. GoldMine is one of the best selling CRM products that helped pioneer the entire Sales Force Automation (SFA) and Customer Relationship Management (CRM) market.

Ferrara entered the start up world again when he noticed a distinct lack of any products that effectively combined Relationship Management, Social Listening and Engagement, and Collaboration with Sales and Marketing. In 2009, Jon founded Nimble to create an extensive Social Business platform to fill this gap.

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