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to accounting and corporate professionals.

Feb. 10, 2016



XCM Solutions, LLC, which makes cloud-based workflow management software for the accounting profession, has appointed Susan Nolan as the company's Chief Marketing Officer. Nolan brings more than 25 years of leadership experience to XCM, with a proven track record of expanding revenue growth, establishing leading brand positions and increasing market share through strategic marketing.

In this new role, Nolan will be responsible for leading the marketing strategy to advance XCM's customer-guided approach to providing digital automation solutions to accounting and corporate professionals.

"We are so thrilled to have Sue join our leadership team, with her wealth of industry and customer insight, experience and expertise," said XCM Solutions Chief Operating Officer Mike Sabbatis. "Sue brings the best of all worlds – extensive experience focused on tax and accounting professionals, and a track record across industries of transformational and strategic marketing leadership."

Nolan's experience includes successfully developing and leading customer-centric marketing and brand strategies that advance brand awareness, driving entry into new markets, increasing growth and accelerating the introduction of new products and services. Before joining XCM, Nolan was the Marketing Director at Honeywell (Salisbury), where she led implementation of the strategic marketing vision that helped to establish market leadership and drive significant revenue growth across

the entire portfolio. Prior to this, Nolan held executive business and marketing

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position and enhance their world class workflow tools for accounting professionals in CPA firms and corporations. This move continues their commitment to growth and customer focus. "With XCM's focus on driving professional productivity to tax, accounting, finance, and operations teams I am very excited to be joining such a dedicated team" said Nolan. "Knowing our space and experiencing our product success, it's clear we have a great opportunity to really make a difference in today's professionals work environment.

"As we continue to meet the demands of our market bringing the right talent to support our execution is critical" added Sabbatis. "It's truly a great time to be part of XCM."

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