



AMBITION | PAUL BROEKHUYSE

Van Meurs in Beethoven tune-up

GABRIELLE Van Meurs has been appointed chief executive of Beethoven Computer Services, based in Melbourne.

She succeeds Ross Allardyce, who will continue serving as chairman of the board and a full-time employee, focused on expanding market opportunities for Beethoven around Australia, Asia and the US.

Van Meurs has more than 22 years experience in sales and marketing roles across a variety of industries. She has spent 14 years in IT, most recently at Loop Technology.

Van Meurs has also held senior management, project

management and business development roles at companies including HiSoft Computers, Seven Dimensions and Australia Post.

From 1996 to 2000 she worked as a business development manager at Beethoven.

Van Meurs says she plans to increase market reach for the company's customer contact and feedback management software, Resolve.

"Beethoven has a solid customer base locally and we plan to build on that through an increased sales effort," she says. "This expansion will mean

boosting the Beethoven team over the next two years to include additional business analysts, programmers and sales executives."

Allardyce will focus on establishing new markets, in Australia and overseas, following initial successes in New Zealand and the US.

"Bringing Gabrielle on board gives me the opportunity to focus on expanding Beethoven's reach locally and globally," says Allardyce. "With her strong pedigree in business development, coupled with her enormous energy and sound business acumen, I'm confident

Beethoven will continue on its fast growth path."

Beethoven recently became a Gold Certified Partner with Microsoft, expanding a partnership that dates back to 1998. The improved status gives Beethoven access to more Microsoft resources around the world. Beethoven specialises in customer service systems.

Its customers include ombudsman's offices, customer service centres, quality assurance departments and consumer protection agencies in Australia, New Zealand and the US.



Picture: Andrew Henshaw