

COMOSOFT

MULTICHANNEL SOLUTIONS

FOR IMMEDIATE RELEASE

Multichannel marketing automation provider Comosoft hires industry veteran Mark Jones to accelerate North American growth

(Frisco, TX – November 1, 2018) To meet the rising demand for product-based marketing automation, [Comosoft Inc](#) today announced the expansion of its executive leadership team with the hiring of [Mark O. Jones](#) as Executive Vice President, Strategic Partnerships. Jones, a veteran of both the database publishing and color printing industries, will work directly with major consumer brands to implement enterprise-level multichannel marketing solutions.

“Mark has many years of experience selling, marketing, and supporting database publishing technology solutions directly to the customer,” said Comosoft President Randy Evans. “His previous experience at Quebecor World and RR Donnelly, as well as his consulting success, make him the ideal addition to continue Comosoft’s growth strategy.”

Jones’ experience includes implementing numerous DAM and workflow automation solutions including LAGO, a complete database publishing solution. “Comosoft has earned the trust of many, highly-respected brands,” Jones noted. “LAGO can deliver multichannel marketing efficiencies that just can’t be achieved otherwise. I am pleased to have the opportunity to build on that success, to continue to execute successful partnerships, and drive new business value.”

Jones is a graduate of The Ohio State University and has completed executive coursework at Lake Forest Graduate School.

Poised for Success

Jones’ addition to the Comosoft team comes at a time of increased industry recognition for LAGO, its unique multichannel marketing system, recently upgraded to Version 5. Combining Product Information Management (PIM), Digital Asset Management (DAM), and robust automation for InDesign-driven production, LAGO has been adopted by major organizations around the world to consolidate print and digital circulars, flyers, catalogs and other collateral. The system is capable of handling vast quantities of complex SKU data to produce highly-customized and versioned material with little manual intervention.

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About Comosoft

Headquartered in Frisco, Texas, Comosoft Inc is the North American subdivision of Comosoft GmbH in Hamburg, Germany, an international provider of enterprise software solutions for retailers, manufacturers, and agencies, producing multi-versioned, print/digital catalogs, circulars, and flyers. Comosoft is a division of an international print and media company with over 1,200 employees at ten locations worldwide.

Contact Information

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