



PRESS RELEASE
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London

Maistro appoints new Chief Commercial Officer

[Maistro Plc](#), the AI-powered procurement marketplace for services, today announces the appointment of Neale Pritchard as Chief Commercial Officer (CCO).

Building on Maistro's success of 2018, Neale will roll out the commercial strategy across sales and marketing to amplify Maistro's position as a modern procurement technology provider.

Neale has over 20 years' experience driving success within fast-growth, international companies, most recently leading UK-based *People for Research* where he was Chief Operating Officer. He has consistently built marketing and sales programmes from the ground up to drive immediate commercial results and instigate long-term, sustainable performance for organisations.

Neale has a deep understanding of business demands in both private and public sector, having worked with well-known brands including Deloitte, Nationwide, Coca Cola, Deliveroo and Spotify as well as Ministry of Justice, UK Home Office and Department of International Trade.

Laurence Cook, CEO at Maistro comments:

"Since becoming CEO of Maistro in August 2017, I have seen the pace of change within procurement accelerate rapidly, driven by changing business demands and a greater reliance on applied technology like machine learning, automation and artificial intelligence.

"The appointment of Neale as CCO brings further expertise and experience to our core leadership team as Maistro continues to support the transformation taking place in the procurement industry. I'm looking forward to working with him."

Neale Pritchard, CCO at Maistro, adds:

"I'm excited to join the experienced team at Maistro and accelerate our business development and marketing agenda. The procurement landscape is changing rapidly as the technology mix expands due to the emergence of new technology providers and the changing demands of in-house

procurement professionals and their stakeholders. It is fantastic to be at the forefront of this change taking place within the field of procurement.”

-ENDS-

About Maistro

Maistro is an online B2B Marketplace and AI-powered delivery platform designed to accelerate the corporate buying process and optimise spend. Headquartered in the UK, Maistro is a public company listed on the London Stock Exchange’s AIM market (MAIS).

www.maistro.com

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