

PRESS RELEASE

Aidan O'Brien joins as Director at BidPartners

2nd February 2005



Strategic sales specialists, BidPartners Limited, has today announced the appointment of Aidan O'Brien as a Director, to underpin its continuing growth. Aidan joins from LogicaCMG and brings over 20 years experience in negotiating and managing large scale contracts in the government and finance sectors.

Founding Director, Andy Downie commented: "Aidan is a natural communicator, bringing infectious enthusiasm and flair. He specialises in transition, transformation and account planning. The appointment of Aidan and the growth of BidPartners, which is deploying complete teams on client bids, is a demonstration of the success of our innovative model".

This appointment not only continues BidPartners planned expansion, but further broadens the range of senior level skills the company can offer. As well as strategic sales expertise, Aidan is highly experienced in managing transition, business take-on and business transformation programmes.

Commenting on his new appointment, Aidan said:

"I am delighted to be joining BidPartners. Since the company was founded it has demonstrated that there is significant demand for its 'additional sales A-Team' skills. It has also proven that the commercial model, of taking an element of risk on the client winning deals, is highly attractive.

The potential for BidPartners is huge, as companies increasingly recognise that there are a small number of key deals coming up every year, and these are therefore 'must-wins'. Similarly organisations wishing to bid for larger deals than their existing sales force are familiar with, increasingly look for guidance and market knowledge".

About BidPartners

BidPartners provide strategic sales services to assist companies in winning large or complex deals. Founded in 2003 by three individuals, each with a long pedigree of successful IT outsourcing and BPO contracts, BidPartners rapidly achieved success by enabling new entrants to the UK market to establish themselves as credible players. Since then BidPartners assistance has contributed to several strategic wins.

BidPartners focuses on a small number of clients who have recognised that they don't always have the appropriate skills in-house, or don't have sufficient 'bandwidth' within those with such skills. Clients retain 'ownership' of the sale and contract delivery, but are buying in market knowledge and effectively outsourcing key elements of the sales, bid and negotiation process.

What differentiates BidPartners from other sales organisations is that they 'practice what they preach'. The approach is geared to winning successful business, with a genuine risk/reward success-bonus model.

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