

CABC Board Biographies

Ian Wallace - Managing Director

Specialising in the implementation of CRM solutions since the early 1990's Ian has managed the implementation of literally hundreds of systems.

Ian has worked with a enormously diverse range businesses from banks, publishers and solicitors to industrial manufacturers and high tech start-ups. His skills as an IT-Hybrid Manager have enabled him to successfully bridge the the understand gap that often exists between business mangers and IT technologists, to deliver solutions that work.



Ian is amongst the most experienced Maximizer Enterprise CRM implementation consultants in world. Today, it is the challenge of fitting the software to the needs of a business and growing CABC that he finds most rewarding. He is also extending and applying his skills to Microsoft CRM.

CABC which Ian founded in 1993, has always taken advantage of Ian's depth of technical knowledge and in 1998 was awarded the first Maximizer Integrators Award in Vancouver at the International Partner Conference. In more recent years the growth and strength of the business has been rewarded with a succession of major manufacturers awards. 2003 (Maximizer EMEA Partner of the Year) and in 2004 and 2005 (Business Achievement Awards).

Ian was initially trained in pure Chemistry at Loughborough University (1982) but became attracted to computing and joined LOGSYS Advanced Systems as a Junior Programmer in 1983 where he worked on defence projects for the Royal Navy. Ian later worked a as a VAX Systems Programmer and then managed a team maintaining a system containing 100 man years worth of software development.

In 1985 he moved to Intercom Data Systems in Woking, Surrey, leaders in city information systems and then joined Digital Equipment in 1987 as one of the youngest Project Managers in the newly formed Value Added Networks Group.

1993 Ian completed an MBA in Information Systems Management with Distinction at Bournemouth University. He then left Digital in the severe staff cuts of the recession in the early 1990's and founded CABC April 1993 as the Sole owner and Director.

When time permits, Ian enjoys the occasional round of golf during the summer months.

Patrick Hedgeland Non-Executive Director

Patrick joined the board of CABC Ltd five years ago where he has helped increase growth by focusing on Strategy and Performance.

Patrick's career started with 10 years in IT Sales. This was followed by 20 years in senior business management roles including Managing Director, Sales Director, Marketing Director and Director of Strategy.

Patrick's experience and training has been gained in both large and small Companies. For example he spent six years with GE of America being trained on their in-job "MBA style" Senior Management Program that included spells at Insead. More recently Patrick has also served as a Borough Councillor at Basingstoke Patrick and was Shadow Chair of Planning.



Press Contact:

For further information please ask for Ian Wallace
CABC Ltd
11-13 The Broadway
Newbury
Berks
RG14 1AS
Tel 01635 570970 web:www.cabc.co.uk & www.msrm.co.uk