



News Release

MTI hires VMware product chief to strengthen cloud strategy

Cloud infrastructure specialist invests in extending European leadership

GODALMING, UK, SEPTEMBER 1, 2010: [MTI](#), the specialist cloud infrastructure consultancy and integrator for the Virtual Computing Environment (VCE) coalition, the computing model developed through the collaboration of Cisco, EMC, and VMware, has strengthened its senior team with the appointment of Richard Flanders as Product Marketing Director.

Flanders joins from VMware where he held the position of Head of Product Marketing in the UK for four years. His new role at MTI, reporting in to Chief Marketing Officer, Aad Dekkers, will focus on strategic product development and customer marketing programmes around the VCE coalition and the development of the MTI services portfolio.

Respected and well-known as a thought-leader within the virtualisation sector, Flanders adds heavyweight expertise to MTI's category development and leadership in virtualisation, data centre consolidation and cloud infrastructure for public and private cloud built on Vblock™ Infrastructure Packages.

Flanders has over 20 years' experience in the IT industry and prior to VMware, he held product marketing and business development responsibilities at Emerald Systems, Computacenter, Morse and Fujitsu Siemens Computers.

Richard Flanders, Product Marketing Director at MTI, comments: "The Virtual Computing Environment coalition is the most dynamic area within cloud infrastructure right now and it's very exciting to join an ambitious and focused organisation like MTI to further develop its compelling customer propositions for virtualisation, public and private cloud. MTI is ahead of

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the game in actually delivering cloud infrastructure for customers and service providers and I'm looking forward to building on this first mover advantage.”

Aad Dekkers, Chief Marketing Officer at MTI adds: “We are leading the way as the sole systems integrator in Europe to have physically installed Vblock infrastructure packages from the VCE coalition at customer sites and in our two EMC Velocity™ Signature Solution Centers in Germany and the UK. This market is moving quickly and we are looking to consolidate our leadership by developing additional strategies and propositions under Richard’s guidance. It is an exciting time for MTI and we are delighted to appoint someone of Richard’s calibre to our team.”

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About MTI

MTI Europe is the specialist cloud infrastructure consultancy and integrator for the Virtual Computing Environment (VCE) coalition. MTI works exclusively with leading industry vendors Cisco, EMC, and VMware to consult, prove, install and support Vblock™ Infrastructure Packages for public and private cloud infrastructure. With the highest certifications, and with MTI Solution Centres located in Germany and the UK, MTI Europe is one of the few qualified systems integrator that has consulted and installed Vblock Infrastructure Packages within Europe. MTI Europe has a background of more than 20 years’ expertise as a technology innovator and provides customers with strategic consultancy, technical expertise and a single point of contact that eliminates complexities while delivering operational efficiencies and competitive advantages. More information is available at www.mti.com or you can follow us on [Twitter @MTI_Technology](https://twitter.com/MTI_Technology).

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