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**FOR IMMEDIATE RELEASE**

## **SCOTT WATSON JOINS M3 HOTEL ACCOUNTING AS VICE PRESIDENT OF SALES Proven Leader to Guide M3's Sales Force**



(GAINESVILLE, GA – 09/14/11) M3 Hotel Accounting announced that **Scott Watson** has joined the Gainesville-based hotel accounting software company as the Vice President of Sales. This newly created position will help to guide M3's sales force as it grows and expands in the industry.

Scott has over twenty-six years of sales and sales management experience in the financial software industry. Scott joins M3 from Reich & Tang, a division of Natixis Global Asset Management. As National Sales Manager, he effectively led a sales team that successfully entered new markets, deployed new products and dramatically increased market share. Scott holds a Bachelor of Science degree in Business Administration from the University of Arkansas, Fayetteville.

In his new role, Scott Watson will lead the expansion of the M3 product line. His sales team includes M3 veterans **Steve Pappas** and consultant **Rick Frommer**, as well as newly acquired hospitality industry veteran **Brad Hoover**. The team will work together to support M3's existing product line of hotel accounting softwares, such as **AccKnowledge** and **M3 Link**, as well as products like payroll services, document imaging and new offerings scheduled to launch in 2012.

"To be invited to become a member of the M3 team at this time in their life cycle is exciting," shared Watson. "We look forward to developing our sales team as the company continues to buck the national trend by expanding, growing and hiring."

"The hiring of Scott Watson marks a turning point for our company," explained **Allen Read**, Chief Operating Officer/President of M3 Hotel Accounting. "Scott's leadership and sales strategy expertise will enable M3 to expand our services and offerings on a much larger scale, with the opportunity to reach customers across North America and even further as we continue to grow."

As the industry leader in hotel specific accounting software, M3 Hotel Accounting processes over \$8 billion in financial transactions annually. The company was founded in Gainesville, Georgia in 1998, and currently provides internet-based accounting and payroll services to over 2,700 hotels across the country, with annualized revenue growth of 25% over the last 10 years.

Scott Watson can be reached at 770.297.1925, Ext. 571, or by e-mail at [scott@m3as.com](mailto:scott@m3as.com).

### **About M3 Hotel Accounting**

M3 Hotel Accounting is the industry leader in hotel-specific accounting software, processing over \$8 billion in financial transactions annually. The company was founded in Gainesville, Georgia in 1998 from one of the oldest and most successful hospitality companies in the industry. This experience, coupled with its software development expertise, has allowed M3 to develop an integrated suite of hospitality accounting products, including M3 Link, AccKnowledge, InnQuire, LaborWatch, payroll services and document imaging, allowing hotel owners, operators and managers unsurpassed access to the information they need most. The company has never had a price increase for its services in over 10 years of operation. For more information, visit [www.hotelaccounting.com](http://www.hotelaccounting.com).

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