



## Australia CRM Industry Leader Joins CWR Mobility

*Microsoft Dynamics CRM Veteran Ross Dembecki to Lead New Asia-Pacific Operation for CWR Mobility*

**SYDNEY, Australia** – May 3, 2012 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), announced today that Ross Dembecki, veteran Australia Microsoft Dynamics CRM leader, has been named Vice President for the Asia-Pacific region, and Managing Director of CWR Mobility's new Australian subsidiary, CWR Mobility Pty Ltd. Well known as an influential voice in Australia's CRM industry, Dembecki brings over 20 years of marketing and high-tech business development experience to CWR Mobility.

At CWR Mobility, Dembecki will use his proven expertise to lead the Mobile CRM business to significantly grow the company's customer base, partner channel and relationship with Microsoft subsidiaries throughout the Asia-Pacific region.

Rapid advances in mobile technology are propelling the sales strategies at forward-looking businesses aiming to get closer to their customers and increase the productivity and effectiveness of their sales force, especially when working remotely or in the field. [CWR Mobile CRM](#), the best-in-class mobility solution for Microsoft Dynamics CRM that supports iPad®, iPhone®, Blackberry®, Android™ and Windows® Phone mobile devices, is enjoying very strong acceptance amongst Microsoft Dynamics CRM customers. In February, 2012, CWR Mobility announced a [major partnership with Microsoft](#) to provide Microsoft Dynamics CRM customers with an offering that includes CWR Mobility's leading edge mobile solutions. As a result of this relationship, the Q2 2012 service update release of Microsoft Dynamics CRM will feature Microsoft Dynamics CRM Mobile, a new mobility solution from Microsoft that brings together the strengths of both companies to deliver incredible mobile CRM value to a broad range of customers.

“CWR Mobility has gained an exceptional leader in Ross Dembecki, whose knowledge of Microsoft Dynamics CRM and of the industry in general is unparalleled,” said David Goad, Managing Director of eSavvy, a Microsoft Gold Certified Dynamics CRM partner. “This, in combination with a great product and their new partnership with Microsoft, position CWR Mobility to be the dominant player in mobile solutions in Australia for years to come.”

“We added CWR Mobile CRM to our product portfolio because we believe it will expand the market we can serve, helping companies enhance their relationships with clients, enable their sales teams out on the road without traditional laptops, and multiply their organization’s productivity and efficiency,” said Michael Hopwood, Microsoft Dynamics CRM Lead at MicroChannel Services, a Microsoft Gold Certified Dynamics CRM partner. “With CWR Mobility now opening a new subsidiary here within our local region--led by a person who is very well respected within the CRM industry--we will be able to leverage the partnership even further and provide our clients with an even better experience. We are very excited about CWR Mobility’s decision.”

“The demand from Asia-Pacific CRM customers and partners has continued to accelerate in the past year and I am thrilled to be opening a regional office to better meet their needs,” said Mark H. Corley, CEO of CWR Mobility, the global Microsoft Partner of the Year for Mobility in 2011 and 2010.

“Additionally, I had the privilege of working with Ross in my Microsoft days, and I couldn’t be more excited about having him bring his depth of experience and insight to our leadership team.”

Dembecki previously held various product marketing and product management positions at Microsoft, Brio Technology and Borland in both Australia and the U.S. While at each of these companies, he developed a strong reputation for launching and marketing business software and developing partner ecosystems to enable growth of new products. When Dembecki joined Microsoft he managed a team of product marketers driving various Microsoft products (Windows®, Office, Exchange) aimed at mid-market and enterprise organizations. He then launched the original version of Microsoft SharePoint®. In 2004 Dembecki focused on incubating Microsoft's entry into the CRM market in Australia, responsible for the planning and execution of Microsoft’s CRM business strategy, and marketing campaigns that have driven significant CRM revenue growth since.

### **About CWR Mobility**

Our mission at [CWR Mobility](#) is to help organizations gain The Power of Close® -- the power to get closer to customers and stay there, increase customer satisfaction and loyalty while reducing the costs of customer interaction, and create a more agile and effective customer-facing organization. By offering

the most advanced, multi-platform mobile CRM solutions -- based on the Microsoft Dynamics CRM platform – CWR Mobility continues to set the mobility standard for the entire CRM industry. CWR Mobility and its partners uniquely empower customers to drive business results through rapidly deployed mobile applications.

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