



## Media Release

### **Belkin ANZ Announces New Managing Director and New Head of Marketing**

**Tuggerah, Australia – 6 July, 2011** – Belkin Australia & New Zealand today announced the appointment of Ian McLean as Managing Director for ANZ and Brendan Sparks as Head of Marketing and Product Management for ANZ. Ian is replacing Belkin's previous MD, Patrick Domingue who is returning to Belkin in the USA.

Ian joins Belkin with a wealth of knowledge and experience gathered over many years in the Computer/IT sector within ANZ and across Asia. Ian has a strong track record of growing successful businesses, building market share, nurturing successful teams and developing strategic business partnerships. In his previous role at Seagate, he was responsible for driving the storage business in ANZ. Prior to his role at Seagate, Ian spent 10 years at Netgear as VP of Asia Pacific Sales and 10 years at Netcomm as Head of Sales and Marketing.

Brendan joins Belkin from Samsung Electronics where he was Product Marketing Manager for Plasma and 3D TV. With over 12 years' experience, he has a very strong background and knowledge of the Consumer Electronics space. Through strategic and tactical market development, Brendan was pivotal in Samsung's growth and success in the TV market. Brendan has a track record of aggressive growth in sales, revenue and market share. Prior to Samsung, Brendan was with Fuji Xerox Printers as APAC Regional Marketing Manager and at Canon Australia heading up software marketing.

"I am really pleased that we have been able to attract such high quality candidates to join the Belkin team in ANZ. There is no doubt in my mind that the addition of Ian and Brendan will take the already successful business we have in ANZ to a new level," comments Alan Sparks, VP of Asia for Belkin. "We are looking to grow our business by way of creating profitable growth for our Business Partners and adding complimentary categories to the portfolio of products we have today. This will enable us to further strengthen the Belkin brand in ANZ where it is already a household name."

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#### **About Belkin International, Inc.**

To learn more about Belkin International, Inc., visit <http://www.belkin.com/pressroom/about/?sid=36>

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