

Quark names Gavin Drake vice president of marketing

DENVER, US: Quark announced on 26 August 2010 that Gavin Drake has been promoted to vice president of marketing. In his new role, Drake is responsible for the global marketing initiatives across Quark's desktop, enterprise, and small and medium business software and services, and will report directly to Quark president and CEO, Ray Schiavone.



"Gavin has been a driving force behind Quark's marketing success in Europe, having spent more than six years in various leadership positions in Switzerland and the United Kingdom," said Schiavone. "With an extensive background in the marketing of publishing technology, and his deep understanding of Quark and our marketplace, I look forward to Gavin bringing his expertise to our corporate headquarters to lead worldwide marketing."

Relocating from London to Denver, Drake will oversee Quark's global marketing efforts, including corporate communications, creative services, online marketing, events, and direct marketing.

"Looking back, Quark has been through a tremendous transformation in the past six years, re-inventing and re-engineering itself from the inside out to focus on our customers, their needs and taking a leadership role again in driving positive and innovative changes in publishing. We're doing that not only in our traditional desktop publishing business but across a broad range of industries with our successful dynamic publishing solutions and more recently with QuarkPromote.com to address the specific needs of the small business market," said Drake.

With more nearly two decades experience marketing publishing software, Drake has worked with customers, media, channel partners, and technology vendors worldwide.

Prior to Quark, Drake served in international marketing positions with content management, XML, and database publishing companies.

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