

PRESS RELEASE

COMOSOFT
MULTICHANNEL SOLUTIONS

Luis Ayarza | Business Development
Email: luis.ayarza@comosoft.com
www.comosoft.us

MULTICHANNEL MARKETING DEVELOPER COMOSOFT EXPANDS ITS PRESENCE IN LATIN AMERICA

Lima-based Luis Ayarza appointed as Business Development Manager for Comosoft's Latin American operations.

Plano (Texas), October 2022 – Comosoft Americas is pleased to announce the appointment of Lima, Perú-based Luis Ayarza as the company's Business Development Manager for its expanded operations in Latin America. Ayarza, a twenty-two-year pre-media veteran, will work with the region's top retailers, using Comosoft's LAGO system to help them streamline their print and online marketing operations.

"Luis is a perfect addition to our team," said Comosoft Americas President Randy Evans. *"We are investing in and expanding our operations in Latin America, to meet the growing demand by the region's retailers and catalogers for content production automation. His knowledge of the industry, and of the latest technology, will help provide support to transform their multichannel marketing efforts."*

Ayarza has 16 years of experience supporting the LAGO system. As the Head of Systems and Support for Litho Laser SA, a leading pre-media firm, he oversaw the implementation of LAGO at Belcorp, multinational cosmetic and beauty product company. During his tenure, Ayarza worked with over 250 Belcorp staff members supporting thirteen countries helping optimize catalog and collateral production. Using the LAGO system, he helped automate the process of using complex data to create cost-effective, well-designed catalogs and other marketing campaigns.

"From the beginning," Ayarza said, *"I worked closely with Belcorp to transition from a semi-manual catalog process to an automated process. This lets them produce more catalogs in each country where they have a presence, in less time and without mistakes. From this experience, I know that LAGO can help other companies optimize their marketing and production processes, not only in Peru but also throughout Latin America."* He added, *"Many retailers and catalogers are looking to implement a digital marketing transformation. LAGO is an invaluable tool for achieving that success."*

For more information, please contact Luis.Ayarza@comosoft.com; (+51) 922 379 979

About Comosoft – Multichannel Solutions

Comosoft was founded in Hamburg in 1994 and in its over 25-year success story has established itself as a global pioneer for PIM and multichannel solutions systems in the retail, mail order, e-commerce, industrial and manufacturing sectors. Comosoft's goal has always been to provide customers with platforms with which they can meet the challenges of Omnichannel Business. Today, Comosoft operates nationally and internationally from its main locations in Hamburg (HQ), Plano (Texas) in addition to the office in Valencia (Spain). Comosoft's philosophy, however, is much more comprehensive than simply offering software products: It is rather the close interaction of consulting, software and innovation that enables them to implement successful projects in the omnichannel business. At its core, Comosoft is a company that develops software and makes it available to companies in a wide variety of ways (purchase, SaaS and cloud versions).

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