

# Grace O'Rourke Veitch joins Storm Technology to accelerate growth

Grace O'Rourke Veitch has joined the leadership team at Storm Technology in the role of Sales Director to further drive the company's growth in the digital enterprise consultancy marketplace.

O'Rourke Veitch will be responsible for sales strategy and direction, leading the sales team and developing client and partner relationships in order to deliver significant growth over the next three years.

O'Rourke Veitch comes with a strong pedigree in the IT sector. Previously vice-president of Channels for RES Software and MD for Citrix Systems, she has more than 25 years of experience in sales leadership and market expansion strategies in the digital high tech industry in both the global and local markets.

Storm Technology is a key player in the Microsoft digital enterprise consultancy marketplace. The company is at the forefront of helping organisations align IT investments to business strategy and successfully transform themselves into digital businesses through the design and implementation of innovative solutions that save money, increase efficiency and drive growth.

The company has successfully been achieving double-digit growth over the past five years with plans to double its growth over the next three years. Currently, it has a client base of more than 100, including household names such as AIB, CIE, Topaz, Kerry Group and Volkswagen. In the last 12 months, it has secured more than 30 new projects from clients adding businesses such as Grafton Group, Fexco and Friends First to its client base.

In addition, the business has been recognised by the industry for the quality and impact of its work, winning the Irish Software Association's Digital Technology Services Project of the Year award and the Tech Excellence IT Project of the Year award.

"Storm has a very strong track record of delivering real value to clients. Today, when every business is becoming a digital business, technology is the difference between being disrupted or becoming a disruptor. Storm's capacity



Grace O'Rourke Veitch, Sales Director and Karl Flannery, Chief Executive, Storm Technology



*The company has successfully been achieving double-digit growth over the past five years with plans to double its growth over the next three years*

to get under the surface of its clients' operations, understand their critical business needs and innovate through technology to ensure clients are on the right side of the digital transformation curve is what makes Storm the preferred partner of leading organisations. I am very pleased to be joining the team and look forward to building on the company's existing successes, extending its footprint in both the local and international marketplace," said Grace O'Rourke Veitch.

Her appointment follows a series of other investments made by the compa-

ny over the course of the last 12 months. These include investments in senior level client-facing roles in the areas of digital enterprise consultants, change management and user adoption expertise. In addition the business has also been investing significantly in its existing talent, building its human resource capabilities and implementing a series of new initiatives around career progression, employee engagement and staff satisfaction.

"It is great to have Grace join our team," said Karl Flannery, chief executive of Storm Technology. "She is a fantastic addition to our company having the leadership skills and business development experience we need to further the growth of our business.

"In today's marketplace, there are great opportunities to help organisations adopt digital technologies to further modernise the workplace, engage customers and transform operations to help them succeed through competitive advantage.

"Grace's role will be pivotal in bringing together the expertise and experience of Storm with the digital transformation needs of the marketplace to deliver mutually beneficial growth."

For more information, visit [www.storm.ie](http://www.storm.ie)