



# Ian Faith Joins Ipro Tech as Director of Marketing

TEMPE, AZ, US, January 9, 2019 /EINPresswire.com/ -- Ipro Tech, a global leader in eDiscovery and Trial technology announced today the appointment of a new member of its executive team, Director of Marketing, Ian Faith. With over 30 years of experience, Faith joins Ipro to bring a fresh new approach to marketing and communications. His history includes go to market strategies

for products and services in various markets including; Automotive, Entertainment and Consumer Goods industries, working with clients; Nestle, Universal, P&G, Keurig, Panera, and Ford.



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*Director of Marketing, Ian Faith*

Ipro welcomed Dean Brown as their new CEO in mid 2018, and his fresh view of the potential for Ipro to drive value for its current customers and new clients is the core of Ipro's focus. Backed by private equity firm, ParkerGale, who share the vision for Ipro's future and the building of an executive team that can serve the company and industry alike.

The eDiscovery business is a very important part of the fabric of the legal systems in the developed world. The processes are at a juncture where driving productivity is a key focus for the industry and those who practice law to keep their prices from going through the roof. As the market matures eDiscovery software providers are looking for ways to differentiate themselves. Ipro not only has the edge within its Ipro eDiscovery Suite but also within the decades of talent on staff who love what they do. Ipro embraces a strong set of values; it stands for something. Their customers also share their values and are enthusiastic advocates for the Ipro brand. As we head into the new year, Ipro continues to focus on simplifying the complex process from discovery to trial.

"It was a pleasure to meet Dean Brown and hear him talk to the potential and layout the vision for Ipro going forward," said Faith. "Meeting the rest of the team of truly brilliant people at all levels of the company made it an easy choice to leave my role as Snr VP of Global Marketing at a leading consumer goods software company and join the Ipro team. There is a true passion at Ipro to be a great software company enabled by services and a valuable partner to the legal industry with a consultative approach to engagement."

ABOUT Ipro Tech, LLC Ipro is a global leader in eDiscovery technology used by legal professionals to streamline discovery of electronic data through presentation at trial. Ipro draws upon decades of innovation to deliver high-performance software solutions and services that significantly reduce the cost and complexity of eDiscovery.

Learn more about Ipro Tech [here](#).

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