



For Immediate Release

25 May 2007

### **Hedra plc appoints Nigel Bates as Head of Local and Regional Government**

Leading management consulting, solutions and service company Hedra plc, today announced the appointment of Nigel Bates as Head of its Local and Regional Government (LRG) business. He will be responsible for Hedra's LRG business growth into Strategic Solutions and the continued development of a Local Government focussed business.

Nigel joins Hedra from Microsoft where, as Director of Local and Regional Government, he created a new Local and Regional Government team in Microsoft Public Sector. Nigel was responsible for the group's strategy, product portfolio and investments for growing the business over 100% in his time at Microsoft. Nigel can be credited for building the global pilot for a new business model for Local Government engagement, a model which is now being rolled out across every subsidiary in the world after reaching Microsoft's Global 'Best Practice' status.

Nigel joins Hedra with over 14 years of successful sales and management in telecommunications, data networking, e-business, CRM and complex software development solutions. Prior to Microsoft, Nigel was founder and Managing Director of Cognotive, a software and development services business and was former WebGain MD for Northern EMEA and Sales Manager for SAP's public sector business in the UK.

Commenting on his appointment, Nigel said: "I am delighted to be joining Hedra at a time of huge change in the market. Local Government is seeking to transform its business and significantly enhance the services it provides to the public in a climate of increasing financial efficacy. I believe we have an extremely strong team which will provide added value to our clients and an unrivalled team in the public sector consultancy marketplace."

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*Hedra plc appoints Local and Regional Government Principal Consultant*

## **Notes to Editors**

### **About Hedra plc**

Hedra plc is a leading consulting, solutions and service company. We are the largest consultancy specialising in UK public services, with a significant private sector capability. Our clients include central government, local government, NHS, Ministry of Defence, aerospace, transport, utilities and energy and a wide range of public service agencies. Our capabilities include business change and transformation, customer services, corporate services, procurement and supply chain, information management and systems engineering services. We help organisations to set corporate direction, build their organisational capacity and deliver solutions that drive effectiveness and efficiency. Our commitment is to deliver outcomes and benefits that drive superior performance.

Visit our new website at [www.hedra.com](http://www.hedra.com)

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