

For Immediate Release

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New Year, new appointments at Hedra plc

Leading management consulting and transformation service company, Hedra plc, today announced the appointment of two Principal Consultants – Ram Ramachander and Simon Withers on 9th January 2006.

Both Ramachander and Withers join Hedra plc from Sensa Consulting Ltd, a public sector consultancy business which they founded in 2003.

Ramachander brings over 14 years experience in the IT industry with a particular focus on delivering Procurement Efficiencies to the Public Sector. He brings a broad range of skills including business development, consulting, project management, strategy development. Previously, Ram was Sales Director of Biomni Ltd where he grew the public sector business significantly in two years and prior to this was business development director for Computacenter. Ramachander has developed an extensive network of customer and supplier relationships in the public sector, through his advisory role working with the Office of Government Commerce (OGC) and assisting in the development of guidance from the OGC on eProcurement strategy.

Withers has 16 years of experience in IT and consulting, with nine years in the development, sales and implementation of eProcurement and e-commerce solutions in the public sector. Previously, he was Technical Director of e-procurement solution provider Biomni Ltd where his broad experience married commercial and technical disciplines - a unique combination which helps ensure that IT solutions are developed and implemented in line with business requirements.

Withers and Ramachander have recently been assisting the OGC with the selection and evaluation process for the Zanzibar purchase-to-pay marketplace.

More...

Ramachander and Withers will be responsible for focusing on the provision of eProcurement best practice services - from strategy & business case development; to technology implementation using best of breed solutions to deliver the Public Sector efficiency agenda in Central and Local Government.

Commenting on the appointments, Mark Payne, Director of Procurement and Supply Chain services at Hedra plc, said: "Ram and Simon have worked with each other for a number of years and bring excellent knowledge, skill and delivery experience which strongly complement the approach and skills that have supported Hedra's rapid growth. I look forward to working with them both and warmly welcome them to Hedra."

Commenting on his appointment, Ramachander said; "I am very excited about joining a company which has a strong value based culture with an excellent reputation in the consulting industry, particularly in the public sector, which is very complementary to my skills and contacts at senior levels in Central Government."

Withers added: "I am looking forward to bringing our team's knowledge, experience and service offerings into Hedra. It's an exciting time for Hedra with the company continuing to grow at a rapid rate and I'm delighted to be joining at this important time."

Notes to Editors

About Hedra plc

Hedra plc is a 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, 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.

www.hedra.com

For further information, please contact:

Kelly Russ, Corporate Marketing Manager, Hedra plc

Tel: 01252 772920

Email: kelly.russ@hedra.com