

## SSI Appoint Mark Lepine as Managing Director for the Asia Pacific Region

Contributed by SSI  
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Mark Lepine, an executive with 21 years experience in enterprise research, sales and marketing across various industries, joins SSI today as Managing Director for the Asia Pacific region.Â Lepine reports directly to Chris Fanning, SSIâ€™s President and CEO.

Lepine is responsible for all sales and operations for SSI in the Asia-Pacific region, including: Australia, China, India, Japan, Korea, New Zealand and Southeast Asia.Â Lepine joins SSI with extensive Asia Pacific experience having worked in several different countries in the region.Â He will be based in Hong Kong.

â€œGrowth opportunities for Asia Pacific are substantial, and the region has been an area of significant focus and investment for SSI,â€• said Fanning.Â â€œI am confident Markâ€™s extensive experience across the region, coupled with his sales expert and industry knowledge, will accelerate SSIâ€™s high growth and leadership position in the APAC region.â€•

Prior to joining SSI, Lepine was a regional director for Forrester Research building its infrastructure and business in Hong Kong.Â Before Forrester, Lepine lead a start-up that enabled western companies to establish businesses across Asia Pacific.Â He also worked for WGSN, a fashion trend forecasting business, as a regional sales and business development director.Â From 1999-2004, Lepine was a sales manager for Gartner Inc. in Hong Kong.Â