



## **Corel Names New Vice President of Global Sales**

*Jussi Arovaara appointed to drive Corel's global channel and OEM business*

**Maidenhead, UK – Monday 15 July, 2013** – Global software vendor [Corel](#) has named Jussi Arovaara as its new Vice President of Global Sales, having served as a member of Corel's senior executive team since 2011.

Arovaara will be responsible for defining Corel's global sales strategies, and driving the company's global channel and OEM sales across all business units. Arovaara's previous roles within Corel came in a variety of senior management positions within sales, operations and marketing, including Regional Manager for the Nordic Region, Director of Business Development and Vice President of EMEA Sales.

"Channel and OEM sales are extremely important revenue streams to Corel. Jussi's proven sales leadership, deep industry knowledge and global perspective place him in a strong position to head-up Corel's Global Sales operation. His appointment is a huge asset to Corel and our partners", said Tom Berquist, CEO of Corel.

On his new role as Vice President of Global Sales, Jussi Arovaara added: "I am excited about the opportunity to lead the global sales team. Corel's profile has grown considerably in recent years, including the acquisition of two major, global brands; Pinnacle and Roxio. As such, Corel's broad portfolio now includes both hardware and software products, used by millions of loyal customers worldwide. While adopting a multi-brand strategy, we are simultaneously extending our established product lines. Corel's channel partners are an integral part of how we sell our products and I look forward to further drive mutual revenue growth with them."

The announcement follows the departure of Arovaara's predecessor of 11 years, Amanda Bedborough.

Part of [Corel's Executive Team](#), Jussi Arovaara will report directly to Tom Berquist, CEO.

### **Photos**

Photos of Jussi Arovaara can be downloaded from [www.corel.com/newsroom](http://www.corel.com/newsroom)

## **About Corel**

Corel is one of the world's top software companies providing some of the industry's best-known brands, including Roxio®, Pinnacle and WinZip®. Boasting the most comprehensive portfolio of graphics, productivity and digital media products, we've built a reputation for delivering innovative software that's easy to learn and use, helping people achieve new levels of creativity and productivity. The industry has responded with hundreds of awards for innovation, design and value.

Used by millions of people around the world, our product lines include CorelDRAW® Graphics Suite, Corel® Painter®, Corel® PaintShop® Pro, Corel® VideoStudio®, Corel® WordPerfect® Office, Pinnacle Studio, Roxio Creator®, Roxio® Toast® and WinZip®. For more information on Corel, please visit [www.corel.com](http://www.corel.com)

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