

## **Asentus names Khatija S. Govani as Managing Director for EMEA**

*Khatija Govani continues to be responsible for growth and success of EMEA operations*

Hoofddorp, XX April 2008 – Asentus, a leading international provider of event, training and marketing services, has named Khatija S. Govani (36) as Managing Director for Europe, the Middle East and Africa (EMEA). Along with becoming the Managing Director, Ms. Govani is also a shareholder and Partner of Asentus Europe.



As Managing Director EMEA, Khatija Govani will be responsible for the overall growth and success of the Europe, Middle East and Africa operations. In her new position Ms. Govani will focus on financial management, sales & marketing and market development. Moreover she will facilitate the exchange of ideas, information and human experience between the markets on the three continents.

Khatija Govani has a proven track record in customer service and knows how to develop new markets. She has been working in the field of marketing and channel events for over eleven years, of which the past six years for Asentus. Before Ms. Govani became Managing Director EMEA, she held the position of Director of Operations at Asentus. In this position she also worked in the channel event and marketing space.

“We are delighted that Khatija Govani has accepted the position of Managing Director EMEA,” said Patrick McCarthy, Managing Director of the Asentus Consulting Group Ltd. “In

her new position she will lead and drive the sales, marketing and fiscal efforts for Asentus in the dynamic and strategic marketplaces of Europe, Middle East and Africa. Khatija combines strong leadership abilities with an excellent understanding of the Asentus culture and values. Moreover, her positive attitude, eye for detail, and dedication to customer satisfaction, have proven to be the key tenets of her tremendous success at Asentus.”

“I am honored to become part of the Asentus management team,” said Khatija Govani. “I see it as my personal mission and goal to ensure that we as a team maintain our core foundation of our business ethic which is empowerment, trust and respect. These values are instilled in the team as we believe strongly that this is the manner and vehicle to grow a sustainable and viable company. We are constantly driven to improve, both internally by the personal development of our young and dynamic team, as well as externally by using our knowledge, expertise and experience to ensure that our clients reach their goals and ultimately attain success.”

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#### **About Asentus**

Asentus Europe BV is an independent Dutch limited liability company and is part of the Asentus Consulting Group Limited (located in Vancouver, Canada and Redmond, USA). Asentus is a leading international provider of event, training and marketing services. These services are designed to increase the operational efficiency, sales effectiveness and speed to market of clients. Asentus Europe is a Global Premier Microsoft Vendor Program member. Asentus was founded in 2002. Currently, 16 people work for Asentus Europe, and 50+ for Asentus Consulting Group. The European offices of Asentus are located in Munich, Germany and Amsterdam, the Netherlands. More information is available at [www.asentus.net](http://www.asentus.net).

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