
FOR IMMEDIATE RELEASE**Backstop Solutions Group Expands in EMEA**

- Craig Rowland joins Backstop as VP of Institutional Sales to focus on operations and growth

Chicago, December 14, 2015 – Backstop Solutions Group, a leading provider of cloud-based solutions for the institutional investment industry, today announced the appointment of Craig Rowland as Vice President, Institutional Sales. As a senior executive in EMEA, Rowland will be responsible for driving Backstop’s overall sales strategy and revenue growth in EMEA, including a focus on the company’s operations.

“We are thrilled to welcome Craig to Backstop,” said Clint Coghill, CEO. “His experience helping firms grow alongside his regional expertise positions us with a strong advantage in the EMEA market. We are confident Craig’s leadership will enable us to reach new heights as the company continues to grow and expand its presence globally.”

Backstop announced the opening of its EMEA office in 2014 shortly after it acquired Pertrac’s CMS business. The firm also opened its first EU data centre earlier this year for clients looking to have their data stored in the EU.

“I’m delighted to join Backstop and the EMEA team,” commented Rowland. “The institutional investment industry continues to face change and uncertainty on a global level and firms are seeking service providers they can trust to deliver operational efficiency. I look forward to working with the team to further grow our footprint in EMEA and continue to provide innovative solutions to the market.”

Rowland brings more than 20 years of experience in the software industry in both North America and EMEA. Prior to joining Backstop, he spent the last 15 years successfully helping U.S.-based software and technology companies set up and grow their operations in the EMEA region. Rowland also started his own company in the U.K., which was acquired in 2008.

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About Backstop Solutions Group

Backstop Solutions Group is a leading provider of cloud-based financial technology solutions for hedge funds, funds of funds, pensions, endowments, private equity firms, consultants and family offices. Founded in 2003, Backstop created the industry’s first web-based software that helps firms in the alternative investment management industry operate more efficiently, invest intelligently and communicate effectively. With offices across the United States and in Europe and Asia, Backstop now serves over 670 firms worldwide, making it one of the fastest growing software providers in the financial services industry. For more information visit www.backstopsolutions.com. Follow us on Twitter [@Backstop](https://twitter.com/Backstop).