



Priority Software Appoints New Managing Director at Belgium Subsidiary

Johan Pintens to lead Priority Software Belgium

Tel Aviv District, Israel – December 9, 2019 – Priority Software Ltd. (“Priority”), a leading global provider of business management solutions, today announced that Johan Pintens has been selected as Priority Software Belgium’s new Managing Director. This leadership appointment is the second phase of the Company’s acquisition of OPTIMIZE Group in early 2019 and will serve to significantly strengthen and expand Priority’s activities in the region.

Priority Software Belgium currently supports over 1,000 customers in the region plans to expand its market reach by offering a market-proven alternative to complex ERP solutions through engaging with new business partners and customers.

Pintens brings management and business development experience to the Company, particularly in the ERP sphere. Prior to joining Priority, he served as Managing Partner, Dynappco, Netsuite’s Competence Center, De Cronos Groep. Earlier, he held several senior executive positions at Oracle Benelux.

“I am excited to join the Priority team and become part of a fast-growing organization that has the potential to truly influence the ERP market in Belgium,” said Pintens. “I believe Priority’s solutions are exactly what the market needs: flexible, open and easy to use platforms, that will bring great added value.”

“Johan brings a unique perspective from the global ERP sector, having held senior business, technical and consulting positions,” said Andres Richter, Priority CEO. “The past year has proven the enormous potential that Belgium and Benelux have for our ERP solution. I am certain that Johan is the right choice to lead Priority Belgium, as he will be able to take the Company to its next level.”

About Priority Software

Priority Software provides flexible, end-to-end business management solutions for organizations of all sizes in a wide range of industries. Recognized by top industry analysts and professionals for its product innovation, Priority improves business efficiency and the customer experience, providing real time access to business data and insights in the cloud, on premise, and on-the-go. With offices in the US, UK and Israel and a global network of business partners, Priority enables 75,000 companies in 40 countries to manage and grow their business. For more information, visit www.priority-software.com.