



SYNNEX HIRES 'RUGGEDISED' VETERAN GETAC BRAND TO RECEIVE BOOST DOWN UNDER.

Synnex Australia has hired Frank Bryan as the first local country manager for its ruggedised mobile hardware subsidiary Getac.

Bryan is the co-founder and former director of Tough Corp - also a ruggedised hardware specialist. He worked for the company from 2011 until its collapse last year, performing duties that included managing Getac as a client.

Bryan - who started with Synnex on Monday - comes on board as Synnex looks to raise the profile of the Getac brand in Australia.

Synnex Australia CEO Kee Ong said an exhaustive recruitment process confirmed Bryan was the best man for the job.

"We have a very solid interview process and we believe he's the right person for the role, we want to move this business forward and we have big plans ahead. We hired the best candidate."

Bryan's LinkedIn profile lists his most recent position as general manager of logistics, product and procurement consultancy iLogistix.

Ong said, as part of Synnex's efforts to promote the Getac brand in Australia, a new getac.com.au website was getting its finishing touches and would be online next week. It will offer users up-to-date information on Getac's product line, which includes rugged laptops, tablets, and handheld devices.

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