

CRM software CEO wins inaugural FNB Business Innovation Award

Bruce Morgan, CEO of GreatSoft CRM, is the overall winner of the inaugural FNB Business Innovation Award 2015. He will have an opportunity to gain valuable business insights from business leaders at Endeavor's prestigious International Selection Panel (ISP) in San Francisco later this year.



L - R Catherine Townshend, MD of Endeavor SA; Stacey Brewer and Ryan Harrison, founders of SPARK Schools; and Michael Vacy-Lyle, FNB Business CEO

"The award is a fantastic achievement for us. It validates the work that our team continues to do on a daily basis. Five years ago, we reviewed the course of our business and it is great to see our efforts paying off. We are thrilled with this accolade and look forward to the opportunities ahead," said Morgan.

The company develops and implements cloud-based tech solutions for accounting businesses. Based on its subscription revenue business model, it provides an integrated product for small and large multi-million accounting firms. It currently works with industry leading businesses in and outside South Africa.

"We are delighted to congratulate Bruce on winning the award in recognition of the innovative excellence at the company. Its unique business model enables it to scale rapidly and sustainably, with great potential to enter new markets," said Michael Vacy-Lyle, CEO of FNB Business.

The winner was selected from a highly competitive group of entrepreneurs who were shortlisted after rounds of interviews with South Africa's leading business personalities. The judging criteria focused on a number of factors, including economic

and high value job-creation potential, industry-leading innovation, the quality of governance as well as the social and environmental impact. All the finalists were awarded certificates for making it to the last round.

Catherine Townshend, MD of Endeavor South Africa believes that the opportunity to network and exchange ideas with global business leaders could unearth new possibilities for GreatSoft CRM. "The ISP is an incredible platform for entrepreneurs who are looking for opportunities to scale. The intense level of engagement at ISP provides invaluable insights from some of the world's best business minds, affording entrepreneurs a chance to build a network that could shape future success. We congratulate Bruce and equally applaud all the entrepreneurs who took part in this exciting initiative."

FNB concluded the accolades by recognising Spark Schools for its sterling work in providing affordable and innovative quality education. Headed by Stacey Brewer and Ryan Harrison, it has a blended learning model that combines technology and individualised methods to accelerate learning. The two entrepreneurs will receive guidance from the FNB Business Executive Committee with the intent to explore funding possibilities that could help to grow their business sustainably.

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