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Blackpearl Group announces US-based COO to drive aggressive growth strategy

Introduction

Black Pearl Group Limited (NZX:BPG) is pleased to announce the appointment of Christie Kerner as Chief Operating Officer (COO). Based in the United States, Kerner brings more than 30 years' experience in scaling high-growth companies and will lead operational execution to support the Group's US go-to-market strategy and growth ambitions.

Founder and CEO Nick Lisette said: "The US is our primary market and local expertise is key to our success. To do this, we need to secure world-class talent with the chops, experience and proven ability to align company operations with trajectory."

Kerner will be based in the US, where Blackpearl Group is set to continue its significant expansion over the coming year.

ENDS

Contact

Released for and on behalf of BPG,

Nick Lisette

Chief Executive Officer

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About Blackpearl Group

Blackpearl Group (BPG) is a market leading data technology company that pioneers AI driven, sales and marketing solutions for the US market.

Specifically engineered for small-medium sized businesses (SMEs), BPG consistently delivers exceptional value to its customers. Our mantra is simple: 'Better Growth Together'. When our customers win, we win.

Founded in 2012, BPG is based in Wellington, New Zealand, and Phoenix, Arizona.

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