



For Immediate Release

## Patron Point appoints Ian Downie as Partner

collectionHQ founder to steer Patron Point through next phase of growth

Dublin, OH - December 4, 2018 - Patron Point, the first of its kind marketing automation platform for public libraries, today announced the appointment of Ian Downie as Partner. The appointment comes on the back of a very strong year in which the company doubled in size.

Downie, one the founders of UK-based collectionHQ, is a seasoned leader with a proven record of growing technology companies by innovating and driving revenue growth.

As Director, International Business Development at collectionHQ, which was acquired by Baker & Taylor in 2011, Downie led the sales and marketing functions of the business from start-up through to his departure earlier this year. He led the highly successful launches of the product from its native UK market into the US, Canada, Australia, New Zealand, and mainland Europe.

Downie has a strong track record of growing software companies throughout his career. Prior to collectionHQ, Ian has operated at the board level within media, publishing, recruitment and manufacturing concerns with a focus on creating and delivering go-to-market strategy, building teams, and developing a strong customer base.

"Marketing automation has come of age and organizations around the world now use data to segment their customers and have highly engaging digital conversations with them. Many libraries are now subscribing to Patron Point targeting the right message to the right person at the right time to maximize engagement" said Downie. "Libraries can now truly personalize at scale and then measure and score individual and collective patron engagement and track this over time. I am really excited to build on the company's success and to help libraries innovate and improve the way they engage their audience."

"With more than two decades of experience leading high-growth businesses including his recent success with collectionHQ, Ian has the business and leadership skills that will help Patron Point thrive," said Ted Fons, Partner at Patron Point. "He has built high performing teams that made customer satisfaction a priority. We are excited to have someone of his caliber join Patron Point during this pivotal stage of our growth."

### **About Patron Point**

---

Patron Point is the first of its kind patron relationship management system built specifically for public libraries harnessing data from a wide range of library systems including the ILS, eBook platforms, event/PC/room booking systems, databases and website to build a unified view of the patron's engagement with the library. With Patron Point, libraries can use this data to segment its audience and produce personalized email and web communications that attract and more fully engage the patron. Libraries can benefit immediately from a foundation of Proven Programs™ or create their own workflows that are customized to their unique user communities and needs.

With Patron Point, a library can:

- Make its marketing more engaging and targeted;
- Drive collection use and program attendance;
- Deliver a more personalized digital patron experience; and

- Measure patron engagement across the full range of patron activities.

For more information on Patron Point, see our [website](#).

### **Trademarks**

---

Patron Point™, Proven Programs™, Patron Engagement Index™, Library Marketing Technology Innovation Awards™ and LIMMYs™ are all trademarks of [Third Chapter Partners, LLC](#).

### **Press contact**

---

Gene Shimshock - [gene@patronpoint.com](mailto:gene@patronpoint.com) - +1 650 678 2443