



## MapData Sciences Pty Ltd

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For Immediate Release

### MDS Product Manager Grabs the Key to the Future

**MapData Sciences Pty Ltd (MDS)** appoints **Steve Peacocke** as **Product Manager**, with the responsibility of taking MDS' core suite of products into the future, embracing the changing landscape of spatially aware applications and the increase in business awareness of the benefits of location intelligence to the bottom line.

Steve brings to MDS almost 30 years experience in the business/IT sector, starting out in sales and marketing before a move into the technical sphere, writing an application that became NZ's top selling small business accounting suite.

*"When I saw the MDS product line I became very excited by the opportunity to get involved. Combining mapping, routing, and other MDS software with the customer's own data and knowledge; perhaps add a third party data source, and the possibilities for a business are endless", says Steve.*

Following his time in application development, Steve started working with small and major corporations as a consultant where technical understanding combined with practical business acumen was required. Steve became known for his ability to instil positive change, never shy to ask the difficult questions and throwing an outside perspective on what the marketplace is looking for in a company's products.

With this background and qualifications in Project Management, Marketing Management, he provides MDS with an impressive skill set to take on this challenging role. Steve is completing his studies towards an MBA.

Outside of work, Steve's interests are his love of motorbikes and his young family.

*MapData Sciences has been developing and hosting online digital mapping applications for over 11 years as well as supplying mapping data to other online mapping providers and for in-house GIS development projects. In addition, MDS provides consulting, systems integration and route optimisation services.*

[www.mapds.com](http://www.mapds.com)

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