

Softpress, Developers of Freeway for Mac, Announce New Managing Director

Published on 08/24/11

UK-based Softpress Systems, the developers of popular Mac web-design applications Freeway Express and Freeway Pro, today announced that Joe Billings has been appointed to the position of Managing Director. Richard Logan, the longtime former MD will become Softpress's Chief Financial Officer. The company will build on the success of Freeway by adding new features and functionality to all their products, and by introducing new products to the company's portfolio.

Oxford, United Kingdom - Softpress Systems, the developers of popular Mac applications Freeway Express and Freeway Pro, today announced that Joe Billings has been appointed to the position of Managing Director. Richard Logan, his predecessor, will become Softpress's Chief Financial Officer.

The company will continue to build on the success of Freeway by adding new features and functionality to all their products, and by introducing new products to the company's portfolio.

"My experience in various roles at Softpress over the last 5 years," explained Billings, "has equipped me with an in-depth knowledge of the company, from development through to customer support. It's with this experience that I plan to grow the company based on the solid foundation already in place."

On his appointment to his new role, Billings said "I'm thrilled to have the opportunity to head up the fantastic team here at Softpress. Freeway is getting better and better and we're extremely positive about the future. Looking forward, we'll be focusing on improving the user experience, continuing to address customer and development needs, providing better help and access to information, and we may even have a few surprises in store too!"

Richard Logan, who has been Managing Director for the last 15 years, will remain involved as Chief Financial Officer, but is passing the day-to-day control over to Billings. "We're all delighted to have Joe at the helm," said Logan. "Our ethos has always been forward-thinking and customer-focused, and I am confident that Joe is the person to build on this and drive the company forward. He is a popular choice with the staff, and I wish him the greatest success."

Softpress have two products available. Freeway Express is an inexpensive introduction to web-design for people with no web-design or coding experience, and is currently available at a reduced rate of \$29 on the App Store. Freeway Pro is a professional-level application for people of all experiences to produce multiple, large or commercial web sites.

Softpress:
<http://www.softpress.com/>

Company Background:
<http://www.softpress.com/company/>

Freeway Info:
<http://www.softpress.com/tour/>

Download Freeway:
<http://www.softpress.com/downloads/>

Buy Freeway:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

<http://www.softpress.com/store/>

Media Assets:

<http://www.softpress.com/press/pressroom/>

Softpress was founded in 1993 to address the emerging needs of professional publishers and designers for cross-media authoring tools. Freeway, and its extensive feature set, result from Softpress' ongoing efforts to identify and meet the real needs of web designers in today's environment. Softpress creates tools that many people rely on for their day-to-day business, so they listen carefully to their customers. Future upgrades and product offerings will continue to demonstrate Softpress' commitment to quality, leading-edge innovation and customer service. Copyright (C) 2011 Softpress. All Rights Reserved. Apple, the Apple logo and Mac are registered trademarks of Apple Inc. in the U.S. and/or other countries.

###

Joe Billings
Managing Director
00441993882588

joe.billings@softpress.com

Link To Article: <https://prmac.com/release-id-29903.htm>
