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## **GETPRICE APPOINTS HEAD OF SALES**

General manager of [Getprice](#), Matt Rigney, today announced the appointment of Tom Hyde as the company's head of sales.

Mr Hyde joins Getprice from [Ciao UK](#), Microsoft's comparison shopping site in the UK, where he was head of e-commerce.

As head of sales, Mr Hyde is responsible for driving Getprice's retailer acquisition strategy and overseeing the management of Getprice's retailer accounts.

In this newly created role, Mr Hyde reports into Mr. Rigney.

Mr Rigney said: "As Australia's e-commerce market continues to boom, it's important for retailers to market their products effectively in order to reach consumers at the right time of the purchasing process. What Tom brings to Getprice is valuable international online retail experience. During his time at Ciao UK, Tom was responsible for recruiting the UK's largest retailers and implementing their products onto the Ciao UK platform.

"I am excited that Tom decided to join Getprice at a time when consumers are quickly realising the benefits of online shopping and retailers are establishing their own online offerings."

Getprice is Australia's largest comparison shopping site with over 1000 retailers listing over two million offers on-site.

Mr Hyde said: "Now is the perfect time to be joining the market leader in online comparison shopping as the Australian e-commerce market has started to mature and consumers are taking advantage of the savings they can make online.

"Getprice has a solid, innovative vision and it's great to be part of the team that will lead this great site in realising its vision. There is a lot of opportunity for me to bring what I learned from the UK e-commerce market here and I look forward to continuing the strong momentum Getprice has established in the market."

At Ciao UK, Mr Hyde led the UK e-commerce team in signing large scale retailers to Ciao UK. Mr Hyde also played a key role in the company's integration with Microsoft after the software giant acquired the company.

Prior to his role at Ciao UK, Mr Hyde spent two years at ValueClick Europe first as the company's affiliate program manager at comparison shopping site PriceRunner.com, then as online marketing specialist at Commission Junction.

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**About [getprice.com.au](http://getprice.com.au)**

Getprice.com.au is Australia's leading shopping comparison site. The site allows consumers to make smart, informed purchasing decisions by arming them with as much information on a particular product as possible, covering all stages in the consumer buying cycle. Merchants who list their products on Getprice are trusted, reputable retailers who have met a certain criteria in order to be listed on the site and who undergo regular reviews based on consumer feedback. There are 1000 retailers who list on Getprice and over 2 million offers. Getprice also has a mobile site and an iPhone application for consumers to access and download to allow consumers to compare before they buy on the go.