

Landmark Hires Group Sales and Marketing Director



[Landmark Information Group](#), the land, property and environmental data specialist, has announced that Jason Goodwin, formerly Managing Director & VP of Sales for Experian Data Quality UK&I, has been appointed to the position of Group Sales and Marketing Director.

He will be based in Landmark's Reading office and assumes responsibility for the Group's England and Wales sales and marketing activities in the Environmental, Legal Conveyancing, Estate Agency and Geospatial sectors. This is a new role for the division as the business focuses on driving continued growth across its portfolio of existing business lines and new ventures.

Goodwin will join Landmark in July 2018 after three years in Experian's B2B Leadership Team. Prior to this his career started in Finance (CIMA), but has spent the last 20 years in leadership roles across Strategic Marketing and Sales disciplines, always in the Software, Data and related Professional Services sector. This includes 14 years with Advanced Analytics software giant SAS where he led business transformation programs as well as multiple sales teams, both in the UK and internationally.

With a passion for using data and insight to drive corporate performance, he has helped customers to achieve their data and financial ambitions. To that end Goodwin is part of the data-elite having been selected for Data IQ's top 100 most influential data professionals in UK business.

"I am delighted to be joining the Leadership Team to help execute on the vision and ambition of Landmark. It's also comforting to join a team that has a wealth of experience in the business yet has an entrepreneurial flair for bringing new ideas to fruition." said Jason Goodwin.

"We are delighted to have Jason join at this very exciting time as we embark on our next era of growth. With his experience in leading software and data businesses I am confident he will help expand Landmark's position in our markets." said Mark Milner, CEO of Landmark Information Group.

For more information visit www.landmark.co.uk