



Press Release

Software Alliance Welcomes Nick Hucker as Commercial Director

London, 15/06/2026

Software Alliance is pleased to announce the appointment of Nick Hucker as its new Commercial Director, further strengthening the company's leadership team as it continues to expand its presence across the UK and international software markets.

Nick joins Software Alliance with a wealth of commercial leadership experience and a proven track record of driving business growth, building high-performing teams, and developing long-term customer and partner relationships. His appointment reflects Software Alliance's ongoing commitment to investing in its people and supporting the company's continued growth strategy.

As Commercial Director, Nick will be responsible for leading Software Alliance's commercial operations, shaping strategic growth initiatives, and working closely with customers and partners to ensure the company continues to deliver outstanding software solutions and exceptional service.

Commenting on his appointment, Nick Hucker said:

"I'm delighted to be joining Software Alliance at such an exciting time for the business. The company has an excellent reputation for delivering innovative software solutions and building strong customer relationships. I'm looking forward to working with the talented team to build on that success, strengthen our commercial strategy and help drive the next phase of growth."

Guy Shepherd, CEO of Software Alliance, said:

"We are delighted to welcome Nick to Software Alliance. He brings significant commercial expertise, strategic insight and leadership experience that will be invaluable as we continue to grow. His customer-focused approach and passion for developing strong partnerships make him an excellent fit for our business, and we are excited to have him join our leadership team."

Nick's appointment marks another important milestone for Software Alliance as the company continues to invest in its people, products and partnerships, reinforcing its commitment to delivering innovative financial modelling solutions that help insurers & other organisations operate more efficiently and effectively.

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