

BARRY LÖWER

CHIEF SALES OFFICER



Barry is responsible for planning and managing Y Soft's sales and business development activities across the entire Y Soft product portfolio, as well as helping lead Y Soft's growth trajectory.

Barry has over 20 years of sales and business development experience. He spent two years managing international customer success and advocacy for Nuance Communications' Imaging Division, later Kofax, which acquired the division in 2018. In the seven years before Nuance Communications, Barry oversaw EMEA sales for its Imaging Division. Before that at Equitrac Corporation, he established their presence in the EMEA region and led its revenue-generating activities and expansion.