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SIIA Announces New Board of Directors for 2011-2012

Washington, D.C. (July 7, 2011) – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today announced the newest members of its Board of Directors. Composed of executives from SIIA member companies, this leadership team provides insight and advocates on behalf of a diverse group of more than 500 leading software and information companies.

"We welcome this new leadership and the expertise that each new member brings to the group," said Ken Wasch, President of SIIA. "We look to these newcomers to support our member companies and provide fresh approaches to the upcoming challenges our industry and association face."

SIIA prides itself on an open process for electing its volunteer leaders. Any full member of SIIA is eligible to run for a seat on the Board of Directors. Board members are all self-nominated. The SIIA Board has 17 seats—with approximately half of the two-year term positions expiring each year. Two additional members are appointed to the board for balancing purposes to ensure all segments of membership are represented.

"I am pleased to welcome our new colleagues to SIIA's Board and look forward to working with them and the returning Board members," said Cynthia Braddon, Chairperson of the SIIA Board of Directors and Vice President of Government Affairs for the McGraw-Hill Companies. "I am confident that together we can ensure that SIIA continues to provide valued services to our member organizations and remains a strong voice for the code and content industries."

"I am proud to join the SIIA board of directors," said Cindy Cook, Chief Marketing Officer of Cengage Learning. "The work of the SIIA is crucial to the future of our industry. I look forward to taking an active role along with the other members of the board in helping to guide the software industry through the key issues that face us in these ever-changing times."

"I am honored to be elected to serve on the SIIA board," said Randall M. Hopkins, Senior Vice President at NASDAQ OMX. "I look forward to bringing my financial information, content and software industry background to advance the important work that SIIA performs on behalf of its members."

Under this new leadership, SIIA will continue to promote, protect and inform the leading companies that are setting the pace for the digital age.

New SIIA Board Members:

- Randall M. Hopkins, NASDAQ OMX
- Cindy Cook, Cengage Learning
- Mark Bohannon, Red Hat, Inc.
- Daniel Burton, salesforce.com
- Suresh Balasubramanian, Worldwide Anti-Piracy, Adobe Systems, Inc.
- Kenneth Glueck, Oracle Corporation

Returning SIIA Board Members:

- Board Chair: Cynthia Braddon, the McGraw-Hill Companies, Inc.
- Scott Schulman, Dow Jones & Co.
- Alan Davidson, Google, Inc.
- Bernard F. McKay, Intuit
- Joseph T. FitzGerald, Symantec Corporation
- Kathy Hurley, Pearson School & Pearson Foundation
- Steve Manzo, Reed Elsevier Inc.
- Calvin A. Mitchell, Thomson Reuters
- Jim Panos, Houghton Mifflin Harcourt
- Timothy Sheehy, IBM Corporation
- Ken Wasch, Software & Information Industry Association

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. For further information, visit www.sii.net.

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