Software & Information Industry Association
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Media Release

For Immediate Release:
SIIA Communications Contact: Eileen Bramlet, 202.789.4469, *ebramlet@siia.net*
PR Contact: Beth Dozier, 202.429.1833, *bethdozier@rational360.com*

SIIA Announces Appointment of Seasoned SaaS Executive and Venture Capitalist to Lead its Software Division

Washington, DC – May 13, 2009 – The Software & Information Industry Association (SIIA) announced the appointment of its new Software Division Vice President/General Manager this week – noted entrepreneur, venture capital leader and SaaS business executive, Todd Gardner.

Mr. Gardner is known for his expertise as the founder and CEO of SaaS Capital Inc., a specialty finance firm that provides "Software as a Service" companies (SaaS) with innovative growth strategies and capital solutions.

He was also a partner with Blue Chip Venture Company for ten years and was responsible for leading the firm's investment activity in enterprise software and SaaS initiatives.

Earlier in his professional career, Mr. Gardner was a Manager with Deloitte & Touche Consulting Group in Chicago, where he led large software deployment projects. Previous to Deloitte, he was a corporate lending officer for PNC Bank in Cincinnati.

Prior to initiating his career, Mr. Gardner earned a BA in Economics from DePauw University, and an MBA from Indiana University.

According to Ken Wasch, President of SIIA, "We are fortunate to have someone of Todd Gardner's extensive experience – both in the SaaS and venture capital arenas – taking over the reins of the SIIA Software Division. This is a vital role within our organization, and one that needs energy, experience and insight. Todd is that perfect fit, and we are very pleased to have him on board."

"I'm excited to get started and have been energized by the members I have already spoken with. This is a dynamic and challenging period for the software industry: sales channels and delivery methods are dramatically shifting, on-demand ecosystems are emerging, and mobility platforms, open source initiatives, and cloud computing options are proliferating. I look forward to working with all SIIA members in shaping thought leadership around these important areas and also identifying new areas of interest and exploration." concluded Mr. Gardner.

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 for nearly 500 leading software and information companies. For further information, visit www.siia.net.

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