

## **StreamServe Appoints New Chief Marketing Officer To Drive Market Leadership In Enterprise Business Communications Solutions**

(Stockholm, Sweden, November 26th) StreamServe Inc., a leading Business communications software company, has made another heavyweight addition to its executive management team with the appointment of Sheila Gibson as Chief Marketing Officer. The move follows the recent appointment of Nick Earle, a former top executive at Hewlett-Packard (NYSE: HWP) and Ariba (Nasdaq: ARBA), as the new Chief Executive Officer. The recruitment is part of StreamServe's continuing commitment to become the leading business communication software company worldwide.

Gibson - who has previously held senior positions with RightWorks Corporation (Nasdaq: ITWO), Baan (FTSE: ISYS.L) and the CODA Group (FTSE: ISYS.L) - will be responsible for developing and implementing a global marketing strategy to drive a leadership position for the company's collaborative Business Communication Platform in mid-sized and global enterprise companies.

"This is a business with over 2750 customers – one of the largest privately held software companies in Europe," comments Gibson. "To date StreamServe has never really been market driven. Its origins have been excellent technology and a superior product, but I believe StreamServe has a uniquely exciting market opportunity. StreamServe provides a powerful and scaleable Business Communications Platform for customers that are looking to optimise their current heterogeneous business application and IT investments and successfully collaborate through integrated, personalised business communication with their customers, partners and suppliers. StreamServe is building strategic alliances with leading ERP and CRM players, systems integrators and channel partners to ensure that the clear business benefits its Business Communications Platform can deliver are available to global enterprises."

Prior to joining StreamServe, Gibson developed over 15 years experience of senior marketing leadership in the pan-European and global IT industry. In her most recent role she



was responsible for corporate marketing strategy and field execution for RightWorks Corporation's Europe, Middle East and Africa regions.

Previous roles held by Sheila Gibson include Senior VP Global Marketing at Baan Company and Vice President International Marketing for CODA Group plc. Before CODA, Sheila Gibson held positions with Cap Gemini, Sogeti (Hoskyns Group plc) and 3M (UK) plc.

**About StreamServe:**

*StreamServe is a provider of business communication software. Its solutions enable companies to manage, personalize, and automate the flow of critical business information between its customers, suppliers, and eMarketplaces. StreamServe leverages existing investments by providing integration with most major business applications, legacy systems, and eBusiness platforms.*

*StreamServe began operations in Sweden in 1995. Over the past five years, it has experienced explosive growth and now has offices in Denmark, Finland, France, Germany, The Netherlands, Norway, the United Kingdom and the United States. StreamServe has more than 2,750 customers across a wide range of industries representing the new and old economies. The company also has strong partnerships with major business application vendors, systems integrators, and eBusiness providers. For more information on StreamServe, please visit [www.streamserve.com](http://www.streamserve.com)*

**For further information please contact:**

Sheila Gibson

StreamServe Ltd

Tel: +44 01344 464900

Fax: 01344 464901

E-mail: [sheila.gibson@streamserve.com](mailto:sheila.gibson@streamserve.com)

Maria Wasing

StreamServe AB

Tel: +46 8 686 85 34

Fax: +46 8 686 85 10

E-mail: [maria.wasing@streamserve.com](mailto:maria.wasing@streamserve.com)

StreamServe AB, Box 24210, SE-104 51 Stockholm,  
Sweden

Tel: +46 8 686 85 00 Fax: +46 8 686 85 10 • [www.streamserve.com](http://www.streamserve.com) •  
[info.se@streamserve.com](mailto:info.se@streamserve.com)