



# QuickArrow Announces New Executive Team Structure

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*Leading PSA Firm Taps insiders Ron Jennings as President; Kevin Bury as Chief Operating Officer*

PR9.NET August 16, 2007 - Austin, Texas – QuickArrow, Inc., the leader in SaaS Services Automation, announced today that Ron Jennings will assume the duties of President and CFO, effective immediately. Kevin Bury has been named Vice President and COO, and will work closely together with Jennings to lead the company as outgoing Founder and CEO, Elizabeth Davis, continues to serve the company as a board member.

Jennings stated, "QuickArrow has clearly benefited from Elizabeth's dedication and leadership over the last nine years. We've achieved double-digit annual revenue growth for the last five years, and the Board has asked me to maintain that same focus in my new role as President and Chief Financial Officer." He added, "This new, collaborative team structure is really forward-looking, and I plan to work very closely with Kevin to ensure that our financial management continues to be consistent with our strategic direction."

As a SaaS vendor, client satisfaction and retention are top priorities for QuickArrow, so the firm is adopting a structure that clearly focuses the entire client experience under one roof, with Kevin Bury taking on the role of Vice President and Chief Operating Officer.

Bury commented, "Our new configuration enables a team approach to company strategies and problem solving, and I'm excited about the road ahead. In my new role, I will be responsible not only for driving Client Satisfaction, but also for identifying new market opportunities and strategies, and communicating QuickArrow's strategic direction to the outside world." He continued, "QuickArrow's future is bright, and I'm looking forward to working with Ron and the rest of the team to accelerate our success moving forward."

"There is no team better qualified to run QuickArrow right now," said Joe Aragona, General Partner at Austin Ventures and member of QuickArrow's board. He continued, "Ron and Kevin share the financial and strategic vision necessary to take advantage of a tremendous market opportunity in the PSA space, and the growing demand for SaaS applications. They have the Board and investors' full support and confidence. Together they will take QuickArrow to the next level."

QuickArrow's SaaS PSA application incorporates Financial Management, Project Management, Resource Management, and Advanced Reporting capabilities to streamline and automate Professional Services Organizations. The firm recently announced their 15th consecutive quarter of revenue acceleration, and 32% Year-over-Year revenue growth.

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## About QuickArrow

About QuickArrow

QuickArrow's PSA solution helps services organizations better manage the three things that matter most: people, projects, and performance. Designed to deliver the critical visibility needed to optimize services delivery, QuickArrow's Software as a Service (SaaS) solution fully integrates with leading SFA, CRM, and financial applications, replacing homegrown solutions and labor-intensive spreadsheets to automate workflows and streamline operations.

Worldwide, more than 26,000 users and 300 services organizations spanning software, IT Services, management consulting, hardware, environmental, and healthcare count on QuickArrow every day to increase resource utilization, capture more billable hours and expenses, and enable more effective decision-making to drive top and bottom-line growth.

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