



BridgeHead Software adds channel veteran to build and run North American Sales

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BridgeHead reaffirms channel focused strategy with hire of channel veteran – Steve Matheson.

PR9.NET April 16, 2008 - Woburn, MA. – BridgeHead Software, developer of Enterprise Data Archiving software, has created the new position of Vice President of North American Sales, and appointed channel veteran Steve Matheson to the position.

Matheson's appointment demonstrates BridgeHead's continued commitment to a channel-only sales strategy and strengthens BridgeHead Software's ability to leverage its integrated data management solutions into growth in North America.

Matheson joins BridgeHead Software from CommVault, where he was named a 2008 Channel Chief by CMP Media's CRN for driving notable growth and revenue in the channel. Steve's previous industry experience includes senior channel leadership positions at EMC/Legato, and value added reseller – Cambridge Computer.

Ryan Witt, Senior Vice President, Worldwide Sales & Marketing, for BridgeHead Software, commented: "It was the right time to bring someone with Steve's channel experience and business development capabilities into our organization to help us further develop our channel strategy. Our data and storage management solutions have been well received in the North American healthcare sector based on our relationship with MEDITECH, our channel partners, and our storage hardware and software partners. Steve will help us leverage those same capabilities with channel partners and alliances in other sectors."

"BridgeHead has strong backup and archiving products and an integrated data and storage management architecture which compliments what many customers already have in hardware-based replication and duplication capabilities. Our complimentary approach is more effective for channel partners, who typically lead with hardware, but need backup and archiving software to provide a complete solution," said Steve Matheson, Vice President Sales, BridgeHead Software, North America. "Our channel-only approach to the market, along with technology alliances, partner program support and generous margins, will make us much more attractive to a channel that today often has to compete with a vendor's own direct sales force."

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About BridgeHead Software

Established in 1994, BridgeHead Software is focused on developing enterprise storage management software to enhance the ways in which organizations control their data and storage infrastructures. The company offers an intelligent approach to investing in and deploying enterprise data storage and simplifying related administrative processes. A key part of the BridgeHead Software philosophy, is remaining storage and vendor agnostic, enabling it to tie into customers' current and future mix of storage platforms. By the same token it recognizes that software solutions have to integrate with and maximize the underlying storage, workflow and business processes that surround customers' information. www.bridgeheadssoftware.com

About Stanton & Associates

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