



For Immediate Release:

### Experienced Software Exec Joins Lasso CRM as Chief Operating Officer

*Jerry Bauer to play strategic role in fulfilling Lasso's vision and growth*

**Vancouver, Canada** (October 18, 2016) - Lasso Data Systems Inc., the leading designer and developer of cloud-based, on-demand Customer Relationship Management (CRM) software for the home building industry, is pleased to announce **Jerry Bauer** has joined the Lasso team as Chief Operating Officer (COO). Bauer is responsible for leading the company's technology and client success teams including product strategy and innovation, deployment, training and support.

"Jerry brings a terrific track record of business success coupled with extensive leadership experience in both the homebuilding and software industry," says Dave Clements, CEO, Lasso Data Systems. "As we embark on this new phase of growth fueled by advances in technology adoption and innovation in our industry, Jerry brings a fresh perspective, proven leadership and strategic thinking, combined with his track record for accelerating product innovation and user experience."

Prior to joining Lasso, Jerry held several senior leadership roles in business and technology, most recently as EVP at Optimus Information Inc., a software outsourcing firm based in Vancouver with a global delivery centre in India. Before Optimus, he was CEO of Conasys Inc, developer of a homeowner care platform for homebuilders and developers. He also worked overseas from 2007-2011 in several executive roles including Chief Investment Officer for Kato Investments, a large Egyptian conglomerate, as well Strategic Projects Executive for Kato Investment's subsidiary, Egyptian Resorts Company, one of the largest master developers in the region. Prior to that he held several key roles, including COO and Director of Product Strategy, with Idelix Software, a Vancouver based software startup.

"I've known Dave and the Lasso team for a number of years and have always been impressed by their reputation as the leader in the industry and their absolute dedication to clients, says Jerry Bauer, COO, Lasso Data Systems. I'm thrilled to join this team of great people who share my passion for client-focused product and service innovation that will fuel this exciting stage of growth and further strengthen our leadership position."

#### **About Lasso Data Systems:**

Lasso is the leading provider of "cloud-based" CRM software designed exclusively for new home marketing and sales. Home builders, real estate developers, and new home agencies use Lasso CRM to radically improve lead management, convert more prospects to buyers, and sell their communities faster, easier, and more profitably. The company's software is deployed on thousands of diverse residential developments including single family and master-planned communities, urban high-rise condominiums, suburban townhomes, and global destination resorts. Lasso CRM is designed for ease of use and rapid deployment to maximize each client's ROI while reducing their technology and financial risk. Lasso is a privately held company headquartered in Vancouver, Canada. [www.LassoCRM.com](http://www.LassoCRM.com)

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**Contact:** Angela McKay, Vice President of Marketing, Lasso Data Systems  
Email: [angela@lassocrm.com](mailto:angela@lassocrm.com) Phone: 1.866.526.9955 Ext. 8557