

*For Immediate Release*

## **20 Year Sales Veteran Named ForceLogix Vice President of Sales to drive Sales Performance Management and Sales Coaching Solutions**

**Chicago, IL—October 1<sup>st</sup>, 2007**—Patrick Stakenas, President and CEO of ForceLogix, (developers of Sales Force Optimizer, the leading application that automates sales performance management and sales coaching) today announced the addition of Tim Hackett as its new Vice President of Worldwide Sales. With over twenty years of experience at leading technology companies at both the global enterprise and start-up levels such as EMC<sup>2</sup> Corporation, Storage Networks, and most recently, Gryphon Networks, Hackett brings to ForceLogix diverse experience throughout all aspects of revenue generation.

“The market for sales performance management has come into full swing” notes Hackett. “As the total cost of sales continues to rise and revenue all too often is not meeting expectations, we’re seeing a dramatic shift in focus onto front line sales force performance by corporate executives. While many companies have invested in customer relationship management solutions to automate focus on the customer over the past decade, the shift now is to mission-critical applications that make their sales engines more effective. ForceLogix is leading the way with its SaaS solutions that enable sales leadership to drive greater productivity out of all sales resources.”

“Behind this focus shifted onto the sales person is the realization that companies have to better utilize data inside the company to get more out of each and every sales asset” comments Stakenas. “Combining this critical but dispersed data with consistent manager input drives positive sales behavior and helps companies truly transform their sales teams into highly effective sales machines.”

Hackett brings advanced expertise in sales and employee performance management, a solid foundation of sales leadership, and proven business development as demonstrated at his last position as Vice President of Business Development at Gryphon. He has designed and implemented successful processes for Enterprise sales, recruitment and retention, performance management, and, Channel development throughout the United States and Europe.

### **About ForceLogix**

ForceLogix is a Global company that builds OnDemand sales performance management solutions for leading sales organizations. Led by a team of seasoned senior sales and operations executives, ForceLogix solutions enable top line revenue growth and enhanced sales organization productivity to companies in diverse industries such as Financial and Business Services, Technology, and Manufacturing with a focus on Life Sciences, Health Care and Pharmaceutical. For more information please visit [www.forcelogix.com](http://www.forcelogix.com)

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