

bios

■ Matt Scholl > CEO

Matt is Aldon's Chief Executive Officer. Matt has over 16 years of marketing, product and operations management experience in the IT industry. During his more than 10 years at Aldon, Matt has guided the company's positioning, messaging and successful launches of multiple products, growing the company to be a leader in the Application Lifecycle Management space. He has a B.A. degree from the University of California, Berkeley and a Masters degree from the University of California, San Diego.

■ Ron Oliveira > Chief Technology Officer

Ron is the Chief Technology Officer at Aldon. He draws on more than 32 years of experience in developing software tools in his role as Aldon's chief scientist and product architect for the Aldon enterprise application software management product line. Ron worked in Aldon's internal software tools department where the ideas for Aldon's solutions originated. Prior to Aldon, Ron designed and supervised the building of conversion tools, testing tools, documentation tools, help desk systems and change management software. He has a B.S. degree in Computer Science from California State University, Chico.

■ Debi Smulyan > Vice President, Product Development

Debi is Aldon's Vice President of Product Development. She brings more than 20 years experience in product development, technical operations, and engineering management, contributing to Aldon's strategic product direction and sustained market growth. Debi has been with the company's technology group for more than a decade and has held various leadership roles within the software lifecycle processes - customer support, quality assurance and research and development. Before Aldon, Debi held technical management positions with software company Travel Management Systems and before that in the IT department of a leading cruise line, gaining expertise in custom application development, key product direction decisions, team processes development, and customer implementations. Debi holds two B.A. degrees from the University of California, Berkeley.

■ Alison Ishimaru > Vice President, Marketing

Alison is Aldon's Vice President of Marketing. With over 24 years experience in corporate marketing, product marketing, and product management, Alison is responsible for delivering Aldon's global GTM strategies and for overseeing product management direction. Prior to Aldon, Alison held several executive and senior marketing positions at various Silicon Valley start-ups and multi-national companies such as Workshare, iHarvest, Netscape, and Autodesk where she led a wide range of market demand creation, product rollout, and business development initiatives. Alison holds two Bachelor's degrees, a B.S. in Architecture and a Bachelor of Architecture from University of Southern California, as well as an M.B.A. from Anderson Graduate School of Management at UCLA.

■ David Lefkowich > Vice President, International Sales

David is Aldon's Vice President of International Sales. Before Aldon, David spent 10 years as director of list and database products at ICOM Information and Communications, Inc., a Canadian database marketing company. He grew his division to \$2.5 million within three years, and afterwards launched its U.S. operation, where he tripled the business within another three years. Prior to ICOM, David managed the successful Canadian launch for Learn-PC, overseeing the division profitably through each of his four years. In earlier years, David worked at Aldon as a sales representative. He has a B.S. degree from the University of California, Davis.

■ Craig Tobey > Vice President, US Sales

Craig is the Vice President of Sales at Aldon responsible for the U.S. market. He brings more than 15 years technology-oriented experience across a variety of complex selling environments. Prior to Aldon, Craig was with start-up Workshare where he first served as sales representative and moved quickly into the Director of Sales position. In that role he grew Workshare's annual revenue by more than \$15 million. Before that, Craig worked at various technology companies in both domestic and international sales positions. He has a B.A. degree in philosophy from Yale University, and a Masters degree from the University of California, San Diego.

■ Joe Fraser > Vice President, Services

Joe is Aldon's Vice President of Services and is responsible for managing the global technical support and ACE Professional Services teams. He spent more than 13 years designing and developing software in various disciplines from distribution to accounting before joining Aldon in 1997 as an Application Specialist. During his tenure at Aldon as Director of Technical Services, Joe built and managed a distributed technical services group based upon his experience gained during the 1996 Atlanta Summer Olympics where he organized a telecommuting methodology to allow his team to continue to function without interruption during the Olympic Games. Joe holds an undergraduate degree from Massey Business College where he graduated at the top of his class.

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