



FOR IMMEDIATE RELEASE

## Dexterra Names IBM Executive as Chief Executive Officer

*Rob Loughan Continues as Chairman of the Board*

**Bothell, WA – July 15, 2008** – Dexterra, a leading provider of software to automate and manage a mobile workforce, today announced that Michael Liebow has been named chief executive officer, effective immediately. Concurrent with the appointment of Liebow, Dexterra also announced that Rob Loughan, Dexterra's current chief executive officer, would continue as chairman of the board.

Liebow brings more than 25 years of sales, marketing, and management experience to Dexterra, serving most recently as a vice president in IBM Global Business Services where he was responsible for creating a new portfolio of composite business solutions. This initiative involved forward-leaning companies in diverse industries and an emerging ecosystem of independent software vendors.

"Liebow is an excellent addition to the Dexterra team. We will benefit immensely from his significant experience and proven track record of success," said Loughan. "More than ever, Dexterra's growth opportunities abound as a result of our strong product innovation and global partner ecosystem. Michael's executive leadership at aligning business and technology will help ensure we harness this potential and fully realize the growth opportunities before us."

As chief executive officer, Liebow will focus on all aspects of Dexterra's business operations. With industry leading expertise in helping clients use dynamic business applications based on a service-oriented architecture (SOA), Liebow will help propel adoption of Dexterra's platform through a rapidly growing community of development, service and channel partners including Vodafone, Accenture, IBM, AT&T, Microsoft, Verizon, and more.

"I'm excited to help Dexterra bring new capabilities to customers faced with the challenge of extending business processes to the [mobile worker](#)," said Liebow. "This is a great opportunity to play a lead role in a company that possesses needed innovation to help businesses of all sizes accelerate adoption of [mobile technology](#). I look forward to working closely with Rob and the entire Dexterra team, our partners and customers."

Loughan will continue his active involvement as chairman of the Board and as an evangelist for Dexterra. With his successful track record of sales leadership and building effective global teams, he will continue to play a critical role in the growth of the company.

### **Michael Liebow Background**

Prior to joining Dexterra, Michael Liebow served as vice president of business development, Global Consulting Services and SOA for IBM Global Business Services, a \$20 billion division. A 10 year veteran of IBM, Liebow led SOA, one of IBM's major growth initiatives, since its inception to its evolution as the underpinning to IBM's extensive portfolio of business solutions, and one of the most powerful examples of cross IBM integration. He has held a variety of management positions across a diverse range of industries, including the high-technology sector, consumer package goods, communications, media and entertainment.

During his leadership at IBM, Liebow created the predecessor to IBM's X Series Servers from the remains of IBM's PC Server business, and articulated a long-term technical vision through the



creation of the X-architecture; a technical blueprint for bringing mainframe attributes to the Intel server market which IBM continues to follow today.

In addition to his career at IBM, Liebow started an Internet venture targeting media and entertainment companies. Clients included the National Football League, Arista Records, U.K. Premiership, and David Bowie. He has also led marketing and product management for a leading commercial satellite communications firm, consulted at America Online and worked in the consumer packaged goods industry for 15 years. Liebow received his bachelor's of science degree from the University of Wisconsin at Madison. He currently resides with his wife and children in Weston, Connecticut.

### **About Dexterra**

**The business mobility company™**. Dexterra provides a broad portfolio of mobile applications built on its open mobility platform, Dexterra Concert™, that enables businesses worldwide to manage and optimize their mobile workforces. Dexterra supports the largest selection of mobile devices and integrates with the widest range of enterprise back-office systems in use today. Dexterra's end-to-end solutions help companies large and small experience rapid deployments, greater returns, higher customer and user satisfaction, and a longer lifespan over any other competing solution.

Dexterra has operations in the Americas, Europe, Middle East and Asia Pacific and a vast network of global partners including Accenture, AT&T, IBM, Motorola, RIM, Telstra and Vodafone. For more information, visit [www.dexterra.com](http://www.dexterra.com).

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