



Jim Neumann
Vice President of Marketing
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Jim Neumann oversees all of EDSA's marketing programs activities, bringing a wide range of large- and small-company software experience to the Company. He frequently speaks, and is regularly published, on subjects such as mission-critical power, data center energy management, and business continuity.

Prior to joining EDSA, he was responsible for leading all marketing and communications programs for the IBM Technology Group, a then-\$20 billion operation comprised of the Company's storage, networking, microelectronics, displays, printing, and embedded systems units. Prior to that, he served as Director of

Marketing and Communications Programs for IBM's Networking Division.

Previously, he worked at AT&T, where he served as Director of U.S. Strategic Marketing/ Communications for the company's information technology unit (now NCR) as well as its worldwide retail marketing communications operations. While at AT&T, he spearheaded the U.S. marketing/ communications activities following AT&T's acquisition and divestiture of NCR, as well as his division's Internet marketing strategy, Olympics marketing efforts, and all other product and brand marketing activities. He was also recognized in AT&T's *Great Performances Award* program, which honors the top one percent of employees worldwide.

Earlier, Jim held a wide range of product and brand marketing responsibilities for SDRC (mechanical CAD software), Gensym (real-time expert systems software) and Data General's Technical Systems Division. Throughout his career, he orchestrated the introduction and ongoing marketing of more than 350 computer, software, communications networking products, and energy products. His work has been nationally recognized by Business Week, Business Marketing, and Advertising Age, as well as the Public Relations Society of America (PRSA), and the International Association of Business Communicators (IABC), from whom he received "Marketing Campaign of the Year" awards.

Jim's background also includes substantial corporate communications, crisis management, special event, and corporate sponsorship experience -- including promotions surrounding several Olympiads, the National Football League, Major League Baseball, the PGA, Americas' Cup, The Smithsonian Institute, Championship Auto Racing (CART), The Boston Computer Museum, NASA, and the Biosphere II project.

Jim received his Executive MBA from the Wharton School of Business through the AT&T School of Business; his master's degree in business communications from Boston University; and his bachelor's degree in communications and marketing from the University of Dayton (Ohio)