

FOR IMMEDIATE RELEASE

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Wendy Lea Joins Xyleme Board of Directors

BOULDER, CO; October 7, 2014—Xyleme, Inc. today announced that Wendy Lea, Executive Chairman of GetSatisfaction, has joined Xyleme’s board of directors, expanding the board’s size to five members.

Lea joined Get Satisfaction as CEO in 2009 and grew the community-based platform to power thousands of communities, hosting more than 35 million consumer interactions each month. Her history of entrepreneurial success is anchored with deep expertise in Customer Experience, Alliances, Marketing and Sales through direct and indirect channels. Her success was demonstrated with the acquisition of OnTarget in 1999 by Siebel Systems, where she was a founding team member, as well as Stratify’s acquisition in 2007 by Iron Mountain, where she served on the board.

“With our continued growth and innovation, we wanted to find a talented leader who could both strengthen and expand our board’s breadth of experience and expertise,” said Mark Hellinger, President & CEO of Xyleme.

“Wendy is a proven SaaS operator and a passionate innovator with strengths in functional areas that will help Xyleme raise our brand awareness and extend our global reach,” added David Brunel, Xyleme’s Chairman of the Board. “Her guidance and insight in these areas will make a positive impact on the next stage of Xyleme’s growth.”

Wendy is a member of The Committee of 200 and Watermark, both focused in engaging and mentoring women leaders. She also serves on the board of Corporate Visions. Lea has been recognized as a Top 100 Woman of Influence in Silicon Valley and was awarded Watermark’s “Woman Who Made Her Mark” award in 2012.

About Xyleme

Xyleme, Inc. is the leader in standards-based learning content management solutions that enable single-source publishing and personalized delivery of training content. Xyleme's learning platform enables companies to author, publish, deliver and measure learning from the cloud– the award-winning solution for XML-based online courseware, instructor-led training and performance support content from any LMS, web portal or mobile device. The built-in “Tin Can” Learning Record Store (LRS) captures all learner activities and includes rich Analytic Dashboards complete with an open API.

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