

PRESS RELEASE

Binary Tree Makes Strategic Hires to Accelerate Growth

Don Cohen, Marcella Mazzucca, and John Alumbaugh Bring Extensive Executive Experience in Product Development, Marketing and Channel Operations as Well as Professional Services to the Thriving Messaging Migration Company

NEWARK NJ – February 26, 2013 – Binary Tree, the provider of SMART Migration software and solutions for migrating to Microsoft Exchange and Microsoft Office 365, today announced three strategic hires to support and drive its growth. The new appointments will strengthen Binary Tree's ability to develop new products and technologies, build its market presence, and fuel its continued growth in the messaging market.

Don Cohen joins as chief operating officer and will focus on further developing the capabilities of Binary Tree's market-leading migration software solutions as well as the evolution of an enhanced product roadmap. As a seasoned IT executive, Cohen has a [notable track record](#) for bringing successful software products to market for companies like ADP, Archive Systems, Voxware and Princeton Softech, a company he co-founded that was later acquired by IBM.



Marcella Mazzucca joins as head of global marketing and channel operations and is charged with strengthening of the company's go-to-market inclusive of a proven marketing strategy and methodology, and the development of a global channel framework. Recently named as one of [CRN Magazine's 2012 Woman of the Channel](#), Mazzucca has twenty years of experience of driving top- and bottom-line growth for successful software companies like Microsoft, Mimecast, SurfControl, Sybari Software, Webroot and Voyager Software.



With over two decades of technology consulting and management experience, John Alumbaugh joins as director of services. In this role, he is responsible for augmenting the capabilities and delivery of Binary Tree's professional services. Alumbaugh was previously with Cloud Strategies LLC, where he was director of consulting, and at HP, where he was a business strategy consultant and a practice principal with P&L responsibilities for a \$21 million practice.



"These strategic hires personify the caliber of talent we continue to adopt in order to achieve continuous growth," stated Steven Pivnik, chief executive officer of Binary Tree. "We have been recognized on the INC. 5000 list of fastest growing companies for the last six consecutive years and by enhancing our leadership team will continue to fast track our growth in 2013 and beyond."

ABOUT BINARY TREE

Binary Tree is the provider of SMART Exchange Migration software and solutions for migrating to Microsoft Exchange and Microsoft Office 365. Since 1993, Binary Tree and its business partners have helped over 6,000 customers around the world to migrate more than 25 million email users including powering many of the largest email migrations in the world. Binary Tree's suite of software provides solutions for migrating from Exchange 2003/2007 and Lotus Notes to on-premises and online versions of Microsoft Exchange. Binary Tree is represented by business partners worldwide who provide specialized services and a proven methodology for guiding customers through complex transitions. Binary Tree is a Microsoft Silver ISV Partner, an IBM Advanced Business Partner, and is one of Microsoft's preferred vendors for migrating to Microsoft Office 365. Binary Tree is headquartered in the New York metropolitan area with international offices in London, Paris, Stockholm and Sydney. For more information, please visit us online at www.binarytree.com.

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