

Media Alert

Binary Tree to Showcase SMART Migration Solutions for Healthcare at HIMSS 2013 Annual Conference & Exhibition

WHAT: Binary Tree will showcase its SMART Migration software and solutions for migrating and transforming email platforms for healthcare organizations. Visit Binary Tree in booth 1173 to learn how healthcare organizations can dramatically reduce the costs, complexities, and timeline of migrating from legacy Microsoft Exchange and Lotus Notes messaging platforms to Microsoft Exchange 2013 or Exchange Online in Microsoft Office 365.

WHO:

- Marcella Mazzucca, WW Marketing & Channel Operations, Binary Tree
- Walter Monasterio, Director of Alliances, Binary Tree
- Charles Nguyen, Executive Director WW Partnerships & Alliances, Messaging Architects
- Anita Bhuptani, VP of Business Development, Healthcare, Messaging Architects

WHERE: HIMSS 2013 Annual Conference & Exhibition — Booth #1173
Ernest N. Morial Convention Center
900 Convention Center Blvd.
New Orleans, LA 70130

WHEN: Monday, March 4, 2013 – Wednesday, March 6, 2013

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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Binary Tree Social Media Resources

- LinkedIn: [Binary Tree](#)
- LinkedIn: [Binary Tree – Migrate to Microsoft](#)
- Facebook: www.facebook.com/BinaryTreeInc
- Twitter: [@BinaryTreeInc](#)
- Blog: [Good Migrations](#)

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Marcella Mazzucca

Worldwide Marketing and Channel Operations

Successful companies need experienced marketing and media relations executives who can provide the right mix of traditional, new and social media and channel marketing to help ensure growth through measurable sales and marketing best practices. Marcella Mazzucca delivers all that and more for Binary Tree and its customer and partner ecosystem.

Marcella Mazzucca works with the Binary Tree leadership team to market the company's offerings and evangelize its vision through a comprehensive, global go-to-market strategy. Mazzucca elevates the brand, attracting inbound marketing sales leads and driving outbound marketing and communications. She assists the sales team in delivering an enhanced, global, Cloud-centric channel program that enables the company's growing partner community to employ best in practices in messaging migration solutions and services while accelerating revenue achievement and growth.

Mazzucca has over two decades of experience marketing technology companies and their product portfolios. Her no nonsense approach in developing result-driven marketing strategies has evolved to a proven programmatic sales and marketing methodology that is currently in use by several leading CRM vendors. She has led and integrated diverse teams including product management, inside sales and telemarketing, field and global marketing, event, brand and communications management for leading technology brands including Microsoft, Webroot, SurfControl, Mimecast and Sybari Software (which she helped transition to Microsoft following its IPO and acquisition).

As a recent recipient of CRN magazine's Women of the Channel recognition, Mazzucca was featured as a channel professional who understands what it takes to drive channel operations and programs. She now offers her own brand of innovative channel sales strategies and operational efficient marketing to Binary Tree as the head of marketing and channel operations.

When not steering marketing efficiencies and channel success, Mazzucca can be found testing her professional photographer abilities with her Nikon, or wrangling her zany troop of boys, that more than keep her busy and armed for dealing with any unruly matters at the office.



Walter Monasterio

Director of Strategic Alliances

Walter Monasterio is responsible for managing the Binary Tree channel team and developing channel strategies worldwide. He works closely with the company's Consulting Services teams to ensure that Binary Tree migration solutions support worldwide deployments across all customer segments.

Monasterio's background includes several years of field sales experience with both HP and Avaya. More recently he managed a team of consultants at Advaiya in the Redmond area where he assisted Microsoft in developing sales and marketing strategies focusing on Google, Cisco and IBM.

He has a strong technical background in Unified Communications, including voice and collaboration technologies, as well as in hardware and infrastructure. Monasterio speaks fluent Spanish and assists the Binary Tree sales teams serving Spain and Latin America.

When not working to further develop the Microsoft Partner Ecosystem, Walter can be found outdoors hiking and sporting with his two kids. An avid snowboarder, Walter simply believes that the Colorado Mountains offer him a great playground to keep himself and his mind sharp.