



## **PRESS RELEASE**

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### **HOLDEN INTERNATIONAL LANDS EXPERIENCED SVP WORLDWIDE SALES TO FUTURE ACCELERATE GROWTH**

Holden International, the pioneer and innovative leader in sales process improvement, announces the appointment of Tom Michel as Senior Vice President Worldwide Sales. The addition of Mr. Michel, a recognized sales leader with an impressive twenty-five year track record of growing services and software companies, is a strong boost to Holden's aggressive growth plans.

"We are delighted to welcome Tom to the Holden management team. His exceptional sales leadership experience will be an asset to helping our clients achieve their sales potential. And for Holden, his experience in software and international markets, will be key to solidifying Holden as the world's leading sales effectiveness consulting firm," says Ryan Kubacki, President of Holden International.

Mr. Michel will have top-line responsibility for the company and will also have P&L responsibility for Holden's efox Software product line.

Prior to joining Holden, Mr. Michel was Chief Operating Officer at Microsystems, and prior to that he was Executive Vice President of Worldwide Sales at InstallShield Software Corporation for seven years. He was recruited to that position by the Board of Directors and doubled revenue domestically and tripled revenue internationally. Mr. Michel managed sales and services professionals at InstallShield, ranging from inside sales to vice presidents. He also held key sales and management positions at IBM's \$1 billion Tivoli Systems division, Microware, Lakeview Technology, and XA Systems. Mr. Michel started his career as a management consultant at Arthur Andersen & Co.

"I am excited to join an organization that brings to market a truly innovative method of helping clients achieve their sales potential," says Tom Michel, Senior Vice President Worldwide Sales, Holden International. "The Holden approach of combining Consulting Services, Training, efox Software and Executive Search into a single platform distinguishes us from the competition and provides tremendous value to our loyal customer base."

Mr. Michel holds a Bachelor of Science degree in Engineering from Princeton University.

### **About Holden International**



Founded in 1979, Holden International is the leading sales effectiveness consulting firm that provides innovative thinking to drive sales achievement for client organizations and sales professionals around the world. Recognized as the pioneer of the sales methodology industry with the introduction of Power Base® Selling, Holden has continued to innovate and today offers clients an integrated platform of consulting services, training, software, and executive search to make sales and customer relationship proficiency a sustainable competitive advantage. Holden has worked with over 550 enterprise and mid-market companies and 300,000 sales professionals in twenty-five countries to increase sales revenue and profit margins, improve customer loyalty, shorten sales cycles, and build pipeline.

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