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## TODD GIBBY JOINS INTELLIWORKS AS CHIEF EXECUTIVE OFFICER

*Chairman Dev Ganesan Taps Former Blackboard Executive to Facilitate Institutional Success with New Breed of Higher Ed CRM Solutions*

**Rockville, MD — July 10, 2007** — Intelliworks, Inc., the leader in customer relationship management (CRM) solutions for higher education, today announces the appointment of Todd Gibby as its new chief executive officer. Gibby brings more than fifteen years of management experience, including seven years as a senior executive at Blackboard Inc., and active Intelliworks board participation to this role. Dev Ganesan, who served as president and CEO, will now assume the role of company chairman.

“We are thrilled to have attracted someone of Todd’s caliber to join us in this leadership role,” said Ganesan, chairman and co-founder. “Todd brings proven management experience, scaled revenues at Blackboard and has great higher education expertise. We look to his leadership to take Intelliworks to new heights as our Software as a Service (SaaS) business model will have a revolutionary effect on how higher education buys and uses relationship management software.”

Gibby takes on the CEO role at a critical phase in the company’s history, anchored by the launch of Orion – the first on-demand CRM solution for higher education institutions. During the past two years, Intelliworks doubled the company’s customer base, opened markets in Europe and Asia, and developed the infrastructure to support a multi-tenant SaaS model. Gibby will work closely with Ganesan and the management team to scale operations, introduce new products to market, and build meaningful relationships with clients and partners.

“Intelliworks has a proven record of delivering software solutions that meet the specific relationship marketing goals of higher education institutions of all sizes,” said Gibby. “I have enjoyed working with academic institutions for years, and I am looking forward to continuing that collaboration on behalf of Intelliworks. Having also been an Intelliworks board member, I’ve had a front row seat as the company invested significantly in the development of Orion. As a pure web-based SaaS product, Orion offers something that has been elusive for higher education CRM systems: a powerful solution that is fast, easy, and affordable. The education community will be able to do great things with this product.”

# Intelliworks

Prior to joining Intelliworks, Gibby served as Blackboard's executive vice president of operations, where he was responsible for managing the company's day-to-day operations and overseeing strategic planning to meet the goals of clients, shareholders, and employees. Gibby rose to this position after successfully expanding and managing the global sales team and serving as general manager for the company's initial software product lines. During his tenure at Blackboard, Gibby was involved with several acquisitions and helped the company grow revenue from \$2 million to more than \$180 million.

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## **About Intelliworks**

Intelliworks is the leading provider of on-demand relationship marketing software for higher education enabling institutions to effectively communicate with prospects, applicants, students, and alumni. Intelliworks offers the only on-demand solution that infuses higher education business processes with best of breed CRM technology that is fast, easy, and affordable. Please visit <http://www.intelliworks.com> for additional information.