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## ***For Immediate Release***

### **Karen M. Steele Joins Cloud9 Analytics As Vice President, Marketing**

*Highly-Respected Marketing Veteran to Drive Market Growth for On-Demand Performance Management Firm*

**Redwood City, CA, January 26, 2010**

#### **News Facts**

[Karen M. Steele](#) has joined [Cloud9 Analytics](#) as Vice President Marketing.

Ms. Steele will be responsible for all aspects of Cloud9 Analytics marketing, including Demand Generation, Corporate Communications, Product Marketing, and Alliances.

#### **Supporting Quotes**

"We are gratified and excited to have Karen join the Cloud9 team at a critical inflection point in the company's trajectory," said Swayne Hill, President and CEO of Cloud9 Analytics. "She brings tremendous success with industry leaders such as Xactly, Informatica, and Apple to dramatically accelerate the company's market growth, thought leadership, and customer acquisition at a time when Cloud9 solutions are gaining significant traction in the marketplace."

"Cloud9 Analytics presents an entirely new way to simplify analytics for business users," said Karen M. Steele, Vice President Marketing, Cloud9 Analytics. "Global organizations are finding that Cloud9 solutions solve an enormous business problem: putting actionable sales pipeline movement information directly into the hands of sales managers. Cloud9 solutions help sales operations and sales management increase forecast accuracy and revenue predictability, extending the value of CRM systems. I look forward to expanding the breadth and depth of Cloud9's penetration into the global marketplace."

#### **About Karen M. Steele**

Before joining Cloud9 Analytics, Ms. Steele served as senior vice president of marketing with Xactly Corporation, the leading provider of on-demand sales performance management. During her tenure at Xactly, Ms. Steele successfully positioned and evangelized the company to capture the large and emerging sales performance management market segment. She was responsible for product management, product marketing, pricing, brand strategy, analyst relations, public relations, marketing communications, demand creation, corporate events and tradeshows and customer up-sell and cross-sell initiatives.

Prior to her executive role at Xactly, Ms. Steele served as vice president of corporate marketing with Informatica Corporation (NASDAQ: INFA), a leading provider of data integration software and services. She was responsible for managing Informatica's global marketing operations.

Prior to Informatica, Ms. Steele served as vice president of global marketing for Currenex, where she successfully introduced and positioned the online global currency exchange as a major, independent force in the world's largest financial market. Previous to this, she was director of corporate marketing for AlphaBlox, where she launched and positioned the company as a leader in the analytical applications software space.

Ms. Steele began her career at Apple Computer, Inc. (NASDAQ: AAPL) and NeXT where she spent 15 years directing worldwide marketing communications and consumer marketing and brand programs.

She is the recipient of the 1998 American Marketing Association Sherman Award for Marketing Excellence for the "Best Start-Up Launch," PRWeek's 2002 "Best Business-to-Business Campaign of the Year," and is the marketing chair for the Public Relations Society of America (PRSA).

## **About Cloud9 Analytics**

Cloud9 Analytics is the global leader in on-demand operational performance management solutions delivered directly to line-of-business managers. Cloud9 Pipeline Accelerator Suite for salesforce.com enables sales leaders to more effectively manage their opportunities and teams. The result is a dramatic increase in deal conversion rates, higher CRM adoption, and improved forecast accuracy. Powered by patent-pending row-versioning database technology, Cloud9's applications deliver value in just 24 hours and require zero installation, zero maintenance and zero IT support. Cloud9's customers include Covad Communications, Data Domain, Siemens, Thermo-Fisher Scientific, and Thomson Reuters. The company is headquartered in Redwood City, California. For more information, please visit [www.cloud9analytics.com](http://www.cloud9analytics.com).

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