



## Phil Calvin – Chief Technical Officer

Entrepreneur and founder Phil Calvin recognized the converging nature of web applications and set his sites on solving technology's inherent problems with existing web development solutions. His vision was the impetus for the creation of Sitemasher. Phil has extensive entrepreneurial experience, having founded Motivus Software Ltd., a pioneer in the next-generation remote access marketplace. He also founded Softscribe Development, which primarily built industrial automation software for Rockwell Software, and provided product consulting and development services. Phil's early career included engagements with Dynapro Software, Marcam Canada and Microsoft Corporation.



## Ron Moravek – Chief Executive Officer

Ron Moravek's extraordinary ability to identify business opportunities and execute business plans made his joining Phil Calvin a natural next step in Sitemasher's development path. The results-oriented, creative, high-energy leader comes packaged with an inspirational, fun and empowering management style. Prior posts for Ron include VP and COO of Electronic Arts Canada, co-founder of Relic Entertainment, which he helped grow from start-up to 220 people and \$30 million in revenue. Early career titles include senior sales and business development roles with FedEx Canada and an IBM affiliate.



## Curtis Terry – Chief Financial Officer, Chief Operating Officer

Strategist and finance expert Curtis Terry adds more than 18 years in corporate finance to the Sitemasher bench, including Fortune 500 high-growth companies and start-up technology firms. Past posts include director of strategic planning for Electronic Arts-World Wide Studios, and Relic Entertainment, where he provided financial and operational leadership until Relic was acquired by THQ; thereafter Curtis focused on integrating the two entities while preserving Relic's corporate culture. Prior to Relic, Curtis played a primary role supporting FedEx's entry into the Canadian marketplace during a nine-year tenure with the shipping mogul.



## Nicole Denil – Vice President, Sales and Marketing

Nicole Denil adds her entrepreneurial expertise to the mix. Hailing from Microsoft, she tallies more than 18 years of experience in high-tech and international business. During her Microsoft gig, Nicole managed the giant techno-firm's small and medium business and mass-market segments for Latin America, and led its server and tools business in Caribbean and Central America to top worldwide revenue growth. Prior to Microsoft, Nicole served Rockwell's Automation and Software divisions for 10 years, compiling a track record of breakthrough growth in the businesses she managed.



## Eric Dorgelo – Vice President, Product Development

Eric Dorgelo leads the code developers who will take the pain out of web design and management. With more than 18 years in the software development industry, Eric has held various positions leading teams through the strategy, design and implementation of more than 20 successful software releases that collectively generated revenues in excess of \$350 million. His roles include platform strategy manager, program development manager, software systems architect and software application engineer with Rockwell Automation.

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