

## Rob Geier

“ TRM has a great opportunity to leverage its deep Maximo Enterprise Asset Management skills and reputation and expand the business more broadly around IT Service Management. This mirrors IBM's strategy of using core Maximo technology as a development platform for new Tivoli IT Service Management-related software products. As a result, TRM is very well-positioned to grow with IBM and Tivoli across these solution areas. – Rob Geier ”



Rob Geier, former Director of Sales and North American Channel Sales for IBM's Tivoli software brand, has been appointed to establish TRM's IT Service Management practice, enable business development efforts across TRM, and manage the newly-created Central U.S. division.

Rob spent ten years in various software sales leadership positions across IBM's Software Group and Tivoli brand in the U.S. Prior to IBM, Rob held field and channel sales management positions with leading IT companies such as Computer Associates and Unisys. Rob brings a deep understanding of IBM-Tivoli's software strategy, solutions portfolio, routes to market, and sales organization with whom TRM will partner closely going forward.

Rob earned an MBA in Marketing and a Bachelor of Science from the University of Connecticut.

### Contact Information

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