For Immediate Release

**March 9, 2011 - BLUERIDGE Analytics® Names Mike Markovitz Executive Vice President, Business Development**

CHARLOTTE, NC - BLUERIDGE Analytics announced today that Mike Markovitz, former Vice President of Portfolio Development at Bentley Systems, Inc., has joined its senior management team as executive vice president of business development.

In this role, Markovitz will lead the expansion of domestic and international reseller channels for SITEOPS®, patented web-based software that optimizes site layout and grading for AEC clients. Mike has extensive experience working with innovative software technologies and channel partnership development.

“We are thrilled that Mike Markovitz is joining our team,” says Mike Detwiler, President and CEO of BLUERIDGE Analytics, Inc. “Mike has over 30 years of experience in the AEC software space, most recently in the acquisition arena, where he has analyzed more than 50 software companies in the last four years. The fact that Mike is taking a key leadership role within our company indicates that our software has had an enormous impact in the CAD space. Mike shares the BLUERIDGE vision of aggressive innovation in engineering technology that is rapidly evolving to meet the needs of the AEC industry.”

Prior to his role with Bentley Systems, Markovitz was president and founder of RAM International. Founded in 1988, RAM International became a leader in the design and development of software productivity solutions for structural engineers, and was acquired by Bentley Systems in 2005. RAM International products included software tools for engineering modeling, analysis, and design. Markovitz’s sales channel and customer expertise, combined with the world-class evolutionary computing team in place at BLUERIDGE, represents a significant leap in the company’s progression in the industry.

“BLUERIDGE has developed the most compelling technology I have seen in the AEC space over the last several years,” says Markovitz. “The combination of powerful auto-drawing tools with optimization and cloud computing is revolutionary. The real power in the software is its ability to change the way civil engineers investigate site layout, bid projects, win work, and produce better designs at lower cost. SITEOPS is a true game-changer. I am pleased to have this opportunity to work with the BLUERIDGE team and to introduce BLUERIDGE products to a wider audience.”

SITEOPS is Software-as-a-Service (SaaS), accessible from any Internet-connected computer. Known as “CAD with a Brain®,” SITEOPS products help users perform real-time site design feasibility simulations and optimize grading plans to lower development costs.

Clients include Stantec, Lowe’s Companies, Target, SSOE, and other leading retailers, civil engineers, architects, and land developers.

Charlotte-based BLUERIDGE Analytics delivers evolutionary computing software to retail, real estate, and the architectural, engineering, and construction (AEC) industries.

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