



CWR Mobility Names Charlotte Thompson as Sales and Partner Director for the EMEA Region

Former FICO Sales Director to Drive EMEA Regional Expansion as Customer Demand Accelerates for Market-Leading Mobility Solutions from CWR Mobility

NIJMEGEN, The Netherlands – July 27, 2011 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), announced today that Charlotte Thompson has been named Sales and Partner Director for Europe, the Middle East and Africa. Formerly a Sales Director at Fair Isaac Corporation (FICO), Thompson brings seventeen years of experience in international software sales and consulting to CWR Mobility.

At CWR Mobility Thompson will use her proven expertise to lead sales of mobile CRM solutions to drive significant growth of the CWR Mobility customer base, partner channel, and relationship with Microsoft EMEA subsidiaries. Recent market dynamics have led businesses to intensify their focus on getting and staying closer to customers. This trend has heightened demand for technology solutions that increase both the effectiveness and productivity of their professionals, especially when working remotely or in the field. Addressing this need, CWR Mobility has expanded its market-leading mobility solution for Microsoft Dynamics CRM across mobile platforms, including iPhone®, iPad®, Blackberry® Android™ and Windows® Phone platforms. To meet accelerating demand for these award winning product offerings, CWR Mobility is expanding its field organization to reach the broad range of companies, large and small, which can leverage [CWR Mobile CRM](#) to increase team productivity, enhance customer satisfaction and grow revenues.

“Charlotte’s depth of experience in consultative sales and international markets will make her an invaluable member of the CWR Mobility team,” said Mark H. Corley, CEO of CWR Mobility, the global 2011 and 2010 Microsoft Partner of the Year for Mobility Business-to-Business Applications. “We look

forward to partnering with Charlotte to expand our market penetration in EMEA and increase the impact and success of our channel and sales programs.”

Thompson previously held sales, sales management, and consulting positions at Fair Isaac Corporation, American Management Systems (now CGI), and Arthur Andersen. While Sales Director at FICO, she significantly expanded the company’s business with new and existing clients and developed the partner network in key EMEA geographies. During her tenure at FICO, she also served on the EMEA management team to develop a general strategy for growth in Western Europe, ensure customer satisfaction, and increase sales via indirect channels. At American Management Systems, Thompson managed the worldwide market-leading collections software solution CACS in the United States before transitioning to Europe to successfully spearhead a Telecommunications Risk Management practice in Europe.

Charlotte Thompson holds an MBA from the University of Virginia Darden School of Business, a Master of Arts degree in Government from Georgetown University, and Bachelor of Arts degrees in International Studies and History from Rhodes College.

About CWR Mobility

Our mission at [CWR Mobility](#) is to help organizations gain The Power of Close™ -- the power to get closer to customers and stay there, increase customer satisfaction and loyalty while reducing the costs of customer interaction, and create a more agile and effective customer-facing organization. By offering the most advanced, multi-platform mobile CRM solutions -- based on the Microsoft Dynamics CRM platform – CWR Mobility continues to set the mobility standard for the entire CRM industry. CWR Mobility and its partners uniquely empower customers to drive business results through rapidly deployed mobile applications.

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