



CWR Mobility Names Stefan Burak as VP, Sales and Partners for the Americas Region

Former Microsoft CRM Channel and Sales Professional to Drive Americas Regional Expansion as Customer Demand Accelerates for Market-Leading Mobility Solutions from CWR Mobility

NIJMEGEN, The Netherlands – September 27, 2011 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), announced today that Stefan Burak, former Microsoft Channel Manager and Solutions Sales Professional, has been named Vice President of Sales and Partners for the Americas. Stefan brings 17 years of CRM and high-tech business development experience to CWR Mobility, having driven sales in both corporate and high growth start-up environments.

At CWR Mobility, Stefan will use his proven expertise to lead sales of CWR Mobility mobile CRM solutions to significantly grow the CWR Mobility customer base, partner channel and relationship with Microsoft subsidiaries in the Americas. Business demand continues to accelerate for technology solutions that help companies get closer to their customers and increase the productivity and effectiveness of their professionals, especially when working remote or in the field. Addressing this need, CWR Mobility has delivered a stream of continuous innovation in [CWR Mobile CRM](#), the best-in-class mobility solution for Dynamics CRM that supports iPhone®, iPad®, Blackberry®, Android™ and Windows® Phone mobile devices. Earlier this month, CWR Mobility introduced the latest version of CWR Mobile CRM 2011 featuring a new [mobile dashboards](#) capability that enables field professionals to easily track the business data that matters to them most. To address accelerating demand for its award-winning product offering CWR Mobility continues to expand its field organization to reach the broad range of companies, large and small, which can leverage CWR Mobile CRM to increase team productivity and grow revenues.

“Stefan’s depth of experience across sales, channel and the Microsoft ecosystem will make him an invaluable member of the CWR Mobility team,” said Mark H. Corley, CEO of CWR Mobility, the global

Microsoft Partner of the Year for Mobility Business-to-Business Applications for both 2011 and 2010.

“We look forward to partnering with Stefan to further expand our market penetration in the Americas and increase the impact and success of our channel and sales programs.”

Stefan previously held sales/channel management positions at Microsoft, Sage (Accpac and InterAct) and GoldMine/FrontRange Solutions. While helping build the CRM business at each of these companies, Stefan developed a strong reputation for driving sales, delivering results and building strong relationships with customers and partners. During his tenure at Microsoft he focused on sales of Dynamics CRM, building partner capacity and helping spearhead the transition to the cloud of Dynamics CRM customers and partners. Stefan holds a Bachelor of Business Administration from University of Massachusetts at Amherst and a MBA from San Francisco State University.

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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