



NEWS RELEASE

KOGNITIO NAMES MICHAEL HISKEY AS VICE PRESIDENT, MARKETING AND BUSINESS DEVELOPMENT

IBM marketing and strategy executive to lead Kognitio Worldwide Marketing and Business Development Operations

CHICAGO, IL, US, December 29, 2011 — In-memory analytics pioneer Kognitio today named Michael Hiskey the new Vice President, Marketing and Business Development, bringing a wealth of strategic and marketing expertise to the company.

As the VP, Marketing and Business Development, Mr. Hiskey will be responsible for messaging, strategy, marketing operations and business development on a global scale. He will drive the strategic marketing direction for the company's proven in-memory analytical data warehousing platform, as well its industry-leading Cloud solution, both of which enable clients to tackle Big Data problems and leverage analytics to gain business insight from complex data sets.

Mr. Hiskey joined Kognitio as Business Development Director from IBM Corporation, where he managed a global team of data warehouse and business analytics subject matter experts and played a pivotal role positioning the IBM acquisition and integration with Netezza. During his time at IBM, Mr. Hiskey held numerous executive and managerial marketing and business development positions. Prior to his successful career at IBM, Mr. Hiskey was Business Development Manager at Informix Software, where he worked closely with sales and management teams to drive marketing programs and sales initiatives.

"Michael has deep global domain expertise in the data warehouse business and an outstanding background in strategic marketing and business development," said Steve Millard, COO of Kognitio. "He is well-connected and has deep ties to the data warehouse space crucial to the success of Kognitio. He'll be a great asset as he heads up the marketing and business development operations."

"Kognitio has a proven analytic product that works – a marketer's dream. As VP, Marketing and Business Development, I look forward to progressing Kognitio's global marketing strategy and pushing it to the next level," said Mr. Hiskey. "Kognitio has an impressive senior management team and I am proud to be a

part of that; I intend to push the boundaries and generate more business for an already established and successful company within the data warehouse and analytics space.”

Mr. Hiskey holds a Master of Business Administration (MBA) with a focus in marketing and management from Columbia Business School. Previously, he completed a Bachelor of Science: Business Administration in finance and marketing at the University at Albany, State University of New York and has completed an extensive amount of leadership and management courses.

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About Kognitio

Kognitio is a long-standing innovator in data warehousing and business analytics. The company pioneered many of the technologies now employed by state-of-the-art data warehouse and business intelligence systems including the first in-memory analytic database, the original data warehouse appliance and the world’s first cloud-based solution: Data Warehousing as a Service. Kognitio’s award-winning analytical accelerator is the fastest and most scalable analytical data warehouse. It runs alongside any enterprise data store or Hadoop cluster to enable firms to turn massive amounts of raw, complex data into valuable business insight. Kognitio clients span industries including customer loyalty, market research, CPG, retail, telecommunications, financial services, insurance, gaming, media and utilities. Kognitio does its primary software development in the UK with headquarters there and in the U.S.

To learn more about Kognitio, visit www.kognitio.com and follow us on [Facebook](#), [LinkedIn](#) and [Twitter](#).

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