



## **CWR Mobility Names William Li as VP of Engineering**

***Experienced Former Microsoft Leader to Manage Technical Innovation and Drive Engineering Excellence as CWR Mobility Expands Development Team***

**REDMOND, Washington** – July 31, 2012 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#) and recently named to the 2012 President’s Club for Microsoft Dynamics, announced today that William Li has been named Vice President of Engineering. Li comes to CWR Mobility with over 20 years’ experience in software engineering and innovation management with leading NASDAQ® listed and international companies.

In his new role, Li will be responsible for leading the company’s growing development organization, expanding and accelerating the company’s delivery of industry-leading mobility products, driving engineering excellence, and growing the talent and skills of the company’s development team.

Prior to joining CWR Mobility, Li spent 7 years at Microsoft as an architect, program manager and development manager for various teams. The engineering teams he managed were responsible for building a diverse set of products including online advertising, business intelligence and software security. Previously, as Director of Engineering at DoubleClick, Li focused on marketing automation systems with deep user segmentation and behavior analysis. Li is a veteran in the development and delivery of software products and services at scale.

“William brings a wealth of engineering and leadership experience to the CWR Mobility team. The depth of his expertise at international companies delivering complex products while managing large teams – combined with his passion for technical innovation -- perfectly aligns with where we are leading our company and the mobility industry,” commented Mark H. Corley, CEO of CWR Mobility.

Li holds a Bachelor’s Degree in Computer Science from ZhongShan University and a Masters in Management of Technology from the University of Waterloo. Li has been a Sun Certified Enterprise Architect and a Certified Scrum Master.

This news follows CWR Mobility's announcement in June that it [continues to see tremendous momentum](#) throughout its business and in its role as Mobile CRM industry leader. The company is seeing comprehensive growth of its business across all functional areas, from market awareness to customer adoption, numerous award recognitions, its partnership with Microsoft, its global company footprint, and the significant growth of the company's global partner base.

### **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.

The Power of Close is a registered trademark of CWR Mobility BV. Microsoft and Microsoft Dynamics are either registered trademarks or trademarks of the Microsoft group of companies in the United States and/or other countries. NASDAQ is a registered trademark of The NASDAQ OMC Group, Inc. DoubleClick is a registered trademark of Google, Inc. Other trademarks mentioned in this press release may be held by their respective owners and/or their suppliers.

### **PRESS CONTACT**

**CWR Mobility**  
Brian Craig  
Vice President, Marketing  
craig(at)cwrmobility(dot)com  
Tel. +1 (425) 947-4751  
[cwrmobility.com](http://cwrmobility.com)

# # #