

## **FOR IMMEDIATE RELEASE**

### Proformative Announces New Vice President of Sales

*Tina Babbi joins the Proformative team to drive growth*

San Jose (October 15, 2012) – Proformative, the largest and fastest-growing online community and resource for senior level corporate finance, accounting, treasury and related professionals today announced the appointment of Tina Babbi as its Vice President of Sales. A seasoned business development executive, Babbi has more than 20 years of leadership experience managing sales and field marketing programs at B2B technology and service companies.



To further strengthen Proformative’s senior leadership team, Babbi will set the business development strategy and develop the capabilities of the company’s global sales team.

“Tina’s business aptitude and proven track record made her a clear choice to lead Proformative’s sales efforts,” said John Kogan, CEO of Proformative and a four-time CFO. “Tina has built several sales teams from the ground up and has taken many established teams to new levels of productivity and profitability.”

“I am honored to take on this new responsibility to help grow sales worldwide for the leader in the senior finance peer to peer online community,” says Babbi. “I look forward to leading activities to drive sales and market share for Proformative while ensuring our partners reach optimal success and achieve the greatest business benefit with our community and collaboration initiatives.”

Babbi brings more than two decades of high tech sales, marketing and management experience to Proformative. Most recently, Tina was the vice president of sales and business development for Akraya, an IT and Engineering professional services solution provider. Her career includes sales, marketing and management positions with Gupta Technologies, Collabra, Netscape, Blue Pumpkin Software, Apple Computers, LucidEra and TriNet HR Services. Her expertise lies in driving high performance sales models through innovative field marketing approaches. A native of New York, Tina has a degree in civil and biological engineering from Cornell University.

#### **About Proformative**

Proformative is the largest and fastest-growing online community and resource for senior level corporate finance, accounting, treasury and related leaders. [Proformative](http://www.proformative.com) (<http://www.proformative.com>) connects the world’s corporate finance leaders to provide instant advice and insights on the tough financial and strategic challenges they face every day along with offering a wide range of news, information and analysis, including but not limited to, thousands of answers to corporate finance, treasury, and [accounting questions](#). Proformative is the first online peer network specifically designed to help corporate finance professionals be successful in their jobs and careers. Proformative has more than 600,000 corporate finance and business professionals in its fast growing network. Proformative is headquartered in Silicon Valley, CA.

Media Contact:  
Vanessa Nielsen  
Communications Manager  
[press@proformative.com](mailto:press@proformative.com)  
408-400-3993

###