

# SuccessFactors (SAP) Sales Veteran Joe Giniel joins Logi-Serve as Vice-President of Sales

*Pioneering Sales Leader to Expand Logi-Serve Revenue Base and Market Adoption*

FARMINGTON HILLS, MICH—FEBRUARY 24, 2014

Logi-Serve today announced that Joe Giniel, a seasoned technology sales leader, has accepted the position of Vice-President of Sales.

“Logi-Serve is honored to have Joe Giniel join our illustrious executive team,” said Eric Krohner, Logi-Serve’s president and CEO. “We know we have built a really special tool for business. You don’t have to take my word for it you can ask our partners, customers and leading experts and analysts such as John Sumser, Elaine Orlor and Josh Bersin. We are confident that Logi-Serve’s unique approach to assessment and development technology is transformative, precise and exactly what the market is waiting for. However, it is exceptional people like Joe Giniel and the rest of our talented leadership team, who help us fulfill our potential to capture substantial market share and make a serious contribution to the Human Capital Management category.”



Giniel is a veteran in the Human Capital Management Software as a Service (SaaS) industry and has extensive experience in market-disrupting software technologies.

Prior to joining Logi-Serve, Giniel was one of the pioneering members of the sales team at SuccessFactors and helped build the company from less than \$5M in revenue to the eventual \$3.4B acquisition. He is excited about the opportunity to build sales and generate revenue in his new role, noting that, “Early on SuccessFactors led the marketplace because it was a well-constructed and disruptive talent management technology that delivered financial impact and was backed by a strong sales and marketing focus. I see the same strengths in Logi-Serve.” Giniel adds, “With Logi-Serve’s flexible multi-product architecture, scientific rigor, Triangulation Science™ testing methodology, immersive and visual user experience, financial impact alignment, and reporting insights I see a similar opportunity to accelerate sales and take Logi-Serve to the next level and beyond.”



## About Joe Giniel

Joe Giniel is the Vice President of Sales at Logi-Serve. A veteran in the Human Capital Management Software as a Service (SaaS) industry, Giniel has extensive experience in market-disrupting software technologies. Joe has 15+ years of progressive responsibility in sales and sales management positions. Previous employers include Ceridian and SuccessFactors (acquired by SAP in 2012), where he won numerous President's Club awards as a Sales Executive. Giniel was one of the pioneering members of the SuccessFactors sales team and helped build the company from less than \$5M in revenue to the eventual \$3.4B acquisition by SAP. Joe's specialist sales experience includes advising clients on HRIS, Performance Management, Goal Management, Succession Planning, Compensation Management, 360 Reviews, and Talent Management. He is relentlessly focused fostering long term relationships with clients. Joe holds a Bachelor of Science degree from Michigan State University.

## About Logi-Serve

Logi-Serve is rapidly distinguishing itself as the market's leading innovator for companies seeking to predict customer-service ability, enhance customer experiences, increase sales and build a culture of sales and service excellence. Its patent-pending assessment tool poses questions based on story-boarded scenarios, and scores results using triangulation science. The result is the market's most direct link to predicting and shaping business outcomes.

For more information view the Logi-Serve website at [www.logi-serve.com](http://www.logi-serve.com), email [sales@logi-serve.com](mailto:sales@logi-serve.com) or call 1 (800) 698-0403.

