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DONALD MORO JOINS IDEAWEAVERS TO LEAD SALES AND CUSTOMER SUCCESS

Experienced software executive joins RVA's software firm

Richmond, Virginia: *IdeaWeavers, RVA's own CRM software firm is growing again!* On February 1st, 2018, Donald F. Moro joined the leadership team at IdeaWeavers focusing on sales and customer success. From their downtown RVA location, he will lead the sales team and client engagements throughout Virginia, North Carolina, and Washington D.C. IdeaWeaver's flagship product, CommonThread CRM helps small to midsize companies improve their sales pipeline, time tracking, invoicing, HR courses, and project management.

"Don brings tremendous experience to the IdeaWeavers team and highlights our commitment to bring world class software engagement success to RVA," said Bill Bennett, President of IdeaWeavers. "RVA is becoming the go-to city on the East Coast for startups and growing companies. IdeaWeavers has been a leader in Richmond's tech community for many years and we are committed to serving local companies from our downtown HQ."

Mr. Moro is a graduate of the Rochester Institute of Technology and has worked at leading software firms for more than 20 years. "This is a really exciting time in business as cloud-based tools deliver value in small to midsize companies that had been previously available only to the largest firms," said Don Moro, Business Development Manager & Engagement Manager at IdeaWeavers. "The CommonThread CRM is a proven winner to help these companies see real benefits in their software investments."

- IdeaWeavers, LLC was founded in 1999 in Richmond, Virginia. CommonThread is their flagship product.
- CommonThread is a time-proven, highly secure, cloud-based business management and reporting tool. Its consistent user interface enables rapid implementation, reduced training costs, and ease of use.
- Mr. Moro joins Mr. William "Bill" Bennett (President), and Mr. Eric J. Matson (Chief Technology Officer) on the leadership team for IdeaWeavers, LLC.

About IdeaWeavers:

CommonThread by IdeaWeavers is RVA's local Customer Relationship Management (CRM) solution for small to midsize companies that want to improve their sales pipeline, time tracking, invoicing, HR functions, and project management. Since 1999, IdeaWeavers has been helping local companies grow by focusing teams on the essential work to be done. See more at <https://ideaweavers.com/external/>

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