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## **Melanie Kalemba Joins Miva as Senior Vice President of Sales and Marketing**

*Industry Veteran Will Focus on Expanding Ecommerce Platform's Enterprise Reach*

**San Diego, CA** – Miva, Inc., an industry leading enterprise ecommerce platform, is pleased to welcome Melanie Kalemba to its executive team as Senior Vice President of Sales and Marketing. With more than two decades of experience in managing sales, marketing and partnerships for technology and ecommerce companies, Kalemba's primary focus will be on accelerating adoption of the Miva platform by ecommerce businesses generating between \$1 million to \$100 million in revenue.

"Melanie started the enterprise business channel for BigCommerce, and she has deep experience in developing innovative ecommerce sales and marketing strategies for our B2B customers," says Rick Wilson, Miva Chief Executive Officer. "We're excited to have her join at a time when the industry is expanding and our platform's technology can help transform business operations."

Throughout her career, Kalemba has become known for her strong leadership, savvy business strategy and ability to cultivate and nurture relationships and strategic partnerships. In addition to heading Global and Channel Sales as SVP at Big Commerce, she has held senior management roles at ecommerce and mobility companies such as Webgility, Movero, SocialWare, and NetSolve. She started her career at Dell, where she spearheaded the "Laptop for Students" program at colleges and universities throughout the country.

"I'm very impressed by Miva's unique hybrid platform, which has the ability to transform the businesses of both B2B and B2C online sellers," says Kalemba. "Miva has an exciting story to tell and I look forward to helping to raise Miva's profile and adoption with enterprise clients."

### **About Miva, Inc**

Since 1997, Miva has delivered expertly-designed solutions to help high-growth businesses serve their customers in the most innovative, forward-thinking ways possible. Miva stores deliver superior online shopping experiences and support sophisticated back-end ecommerce workflows. Miva is the only cloud-based platform that provides a reliable and expandable enterprise ecommerce solution from a single source; Miva owns and maintains the Miva Merchant software and cloud-based hosting environment. Visit <http://www.miva.com> for more information.