



### *The Leadership Team*



**William C. Brandt, Managing Partner/Co-Founder**

Prior to founding SWOT Management Group, Mr. Brandt's diversified career includes sales, marketing, and channel management positions within the technology industry. At Sun Microsystems, Mr. Brandt was responsible for developing and implementing strategy for driving revenue growth through a variety of sales and channel initiatives. Mr. Brandt came to Sun from Vanstar Corporation where he contributed to the growth of the company as it went from a regional PC distributor to a multi-billion dollar powerhouse. Other career highlights include key sales/marketing related positions at leading technology system integrators/consulting firms. Mr. Brandt consistently exceeded sales/profitability goals year-on-year and received numerous corporate achievement awards. Mr. Brandt received a B.A. in Communications from Rutgers University. Mr. Brandt is a noted public speaker, author, and consultant, active member of the American Marketing Association, and serves on the Board of Directors for the Young Entrepreneurs Organization.



**James L. Riviello, Managing Partner/Co-Founder**

Prior to founding SWOT Management Group, Mr. Riviello spent 13 years in a variety of sales leadership positions at Sun Microsystems. During this time, Mr. Riviello managed and motivated a team of sales, systems, service, marketing, channel, finance, and industry specialists deriving record sales of \$155m. He partnered with key technology solution providers, independent hardware vendors and independent software providers to drive 96% of the business through strategic channel partners. As a result, Mr. Riviello has real world experience; lessons learned and best practices for developing a partner channel to effectively scale a sales organization. His impressive career includes such notable accomplishments as growing Sun's NY/NJ regional Fortune 1000 client base business more than 53% and driving the technical and sales strategy for Sun's Northeast area Datacenter, Storage Management and Web Services initiatives. He has a passion for excellence, enormous energy and the ability to energize others. Mr. Riviello received Sun's America Sales Leadership Award consecutively from 1996 through 2003 and was named the Northeast Manager of the Year during 4 of his 13 years at Sun Microsystems. Other career highlights include technical and sales positions at GE and Xerox. Mr. Riviello holds a B.A. in Computer Science from Potsdam State University of NY, is a Sales Coach, an author of many whitepapers on Sales Management and Channel Development and an active member of the World Entrepreneur's Organization, American Marketing Association and Society of Technical Communications.



**Gloria Zailskas, Vice President of Marketing**

Gloria Zailskas is a technology marketing professional with more than 20 years of experience within agencies and corporations. As a senior associate at the Washington, DC-based Needham Porter Novelli she managed corporate/product marketing programs and legislative support projects for clients including GE Information Services, IBM, Audi and AARP.

As manager of GE's international industry marketing group, she supervised global marketing programs focusing on corporate brand recognition and product rollouts within four target industries. She also provided ad hoc consulting to senior management regarding major business press and industry analyst relations. Later, Gloria formed The Westbrook Group, a virtual marketing agency servicing predominantly technology and telecommunications companies within the Washington-to- New York corridor. Most recently, Gloria helped build a Seattle-based Internet/network security services start-up called Breakwater Security from a \$1 million to a \$5.5 million organization. As a chief marketing officer, she focused on company brand recognition and direct marketing for sales lead generation. Today, Gloria heads up the Marketing Division of SWOT Management Group where she shapes marketing programs specifically designed to meet clients' sales prospecting goals.



**Keith L. Herndon, Vice President of Research and Product Development**

Keith is an executive with 20 years of demonstrated credentials in business development, strategic planning, operations, and technology management. Before teaming with SWOT Management Group, an integrated sales and marketing company, Keith was President of Internet Decisions, a firm specializing in Internet strategy and project management. Prior to launching the firm, Keith was Vice President and General Manager of One Source Pro, where he led the private-label e-commerce relationship with client Office Depot. Keith was also Vice President of Planning and Product Development at Cox Interactive Media where he managed the business development and technology groups. He managed several strategic relationships with companies such as Yahoo Broadcast and MP3.com. He led technical due diligence efforts on many Cox new media investments and served on the board of directors of Enkia Corp., a recipient of a Cox investment. Later, Keith was President and Chief Operating Officer of the Red Hot Technology Accelerator, a business incubator and consulting practice. He was also Director of Operations for Cox Radio Interactive, where he managed strategic technology. Keith's early career was in journalism as a reporter and editor at The Atlanta Journal and Constitution. Keith has been a featured speaker at numerous industry events including an IFRA Technology Conference, a BankOne E-commerce Conference, and a Technology in Entertainment Forum. He holds a bachelor's degree in journalism from the University of Georgia and a master's degree from the University of Oklahoma. Keith is a member of the Association of Internet Researchers and the Technology Association of Georgia.



**Gary Grimes, Executive Director**

Prior to joining the SWOT Management Group team, Mr. Grimes enjoyed a long, successful career at Sun Microsystems. In the years 1995 through 2001 Mr. Grimes served as the Area Vice President (AVP) for Sun's Southern Area, a 13 state geography that Mr. Grimes led to over \$1B in sales in Sun's FY01. In his role as AVP, Mr. Grimes was responsible for all sales, services, training and channel revenue. Mr. Grimes recognized early that his organization could only scale through effective partnering with key resellers, OEM, System Integrators and Distributors, and throughout his seven years as AVP the Southern Area consistently led Sun in terms of channel revenue as a percentage of total Area revenue. In

2001 Sun asked Mr. Grimes to take over the US channel organization in an attempt to reestablish that channel as a strategic Sun asset. Over the next 3 years in his role of VP, Partner Management, Mr. Grimes and his team designed and introduced the "Putting Partners First Initiative" a comprehensive partner umbrella program that was recognized by CMP Media as "the most effective partner program in the industry". In 2004, Mr. Grimes was recognized by VAR Business for his services to the channel when that periodical awarded him the "VAR Business Lifetime Achievement" award.