

**Bristlecone Names Sankha Bhowmick Vice President  
of Human Capital Management**

Bristlecone Continues to Attract Top Notch Talent to its Executive Team

**Milpitas, CA, June 13, 2007** – Bristlecone, one of the industry’s most trusted supply chain business advisors, announced today that veteran human resources executive Sankha Bhowmick has joined the company as vice president of worldwide human capital management. In his new position, Bhowmick will be responsible for assembling and retaining world class professional talent globally to fuel the company’s rapid growth. Along with its recent announcements of vice presidents in the areas of solutions and methods as well as sales, Bristlecone continues to attract seasoned talent to its executive team.

“As Bristlecone continues to grow, we need a lead human resources executive familiar with all the aspects of developing a top-level workforce for a fast-growing company,” said Ashok Santhanam, Bristlecone’s president and chief executive officer. “Sankha brings a wealth of experience from a variety of roles in high growth firms, and his presence will significantly boost our ability to add value to our expanding client roster.”

“Firms are increasingly choosing Bristlecone as their partner of choice to improve the performance of their supply chains in the global economy,” Bhowmick said. “Our multi-faceted expertise, real-world experience, rapid time to value and fixed price accountability position Bristlecone as the global leader in this field. I look forward to building our talent base to support Bristlecone’s growth and reinforce our reputation as one of the most sought-after employers in our domain.”

Prior to joining Bristlecone, Bhowmick headed the human resources function for Mahindra Finance, where he spearheaded growth of the company’s talent pool from 1,000 to 4,500 people in two years. Bhowmick was a critical member of the Mahindra Finance leadership team, serving as chairman of the company’s shadow board and member secretary of its steering committee as well as playing a key role in launching the company’s initial public offering (IPO).

Bhowmick’s tenure at Mahindra Finance continued a career developed across diverse industries. He led the development of human resources and training at Barista Coffee Company, overseeing the company’s staff growth from 70 to 750 employees in just over three years. Before joining Barista, Bhowmick was a vital part of the STAR TV (a News Corporation affiliate) team that grew from 50 to more than 400 employees.

Bhowmick holds post graduate degrees in human resources and industrial relations & personnel management as well as a B.S. from Delhi University.

## About Bristlecone

Bristlecone, ([www.bcone.com](http://www.bcone.com)) is a leading consulting firm focused on helping clients maximize the strategic value of their supply chains. Across more than 100 engagements ranging from [supply chain strategy](#) and network design to supply chain system implementations, Bristlecone clients have realized the promise of the Bristlecone Advantage: value through focus; first-hand, real world experience; focus on business results; rapid time to value; and full accountability through fixed fee/fixed time service delivery. Headquartered in Silicon Valley, CA, Bristlecone helps clients across North America, Europe and the Asia/Pacific regions realize high business impact from improved [supply chain planning](#), [sourcing](#), [execution](#), [analytics](#), and [data management](#), and has been continually acknowledged by industry analysts as a leader in solutions for the extended supply chain. [Bristlecone clients](#) include globally recognized companies such as ABB, Applied Materials, Exxon/Mobil, Freescale Semiconductor, HP, Mahindra & Mahindra, Nike, Qatar Petroleum, Ranbaxy, Silicon Labs, Sony, Unilever and Whirlpool.

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