

Bristlecone Appoints Gary Botta as Vice President of Sales to Meet Growing Demand for Supply Chain Excellence

Industry Veteran Brings Expertise in Driving Large-Scale Technology Transactions

Milpitas, CA, November 13, 2006 – Bristlecone, one of the most trusted supply chain business advisors, announced today that seasoned sales executive Gary Botta has joined the company as vice president of sales, Bristlecone America. In his new role, Botta will drive sales strategy of Bristlecone’s North American operations and continue to build out the team responsible for fueling the company’s growth.

Botta has more than 20 years of sales and general management experience at both emerging startups and global software leaders including Oracle and PeopleSoft.

“Gary has an impressive and extensive track record in building and driving large sales teams, as well as securing and closing agreements with some of the largest companies in the US,” said Ashok Santhanam, Bristlecone’s president and CEO. “At both startups and established technology leaders, Gary has proven that he is an innovative thinker and a sales leader.”

Most recently, Botta was vice president of strategic accounts at software delivery and management company AppStream. Prior to AppStream, Botta played a key leadership role at enterprise software maker PeopleSoft, creating a global strategic account group. Earlier in his sales career, Botta held sales executive roles at both MicroStrategy and Platinum Technology, where he was vice president of the company’s global software channels.

Botta began his sales career at Oracle, rising from an account executive to general manager of new technology sales during his eight-year tenure at the software giant. He holds a BS in accounting from Marshall University.

“I am keen to work with the management team in strengthening Bristlecone’s sales organization here in the U.S.,” Botta said. “Bristlecone is positioned extremely well as the partner of choice for companies looking to improve the performance of their supply chains due to its multi-faceted domain expertise, coupled with a deep understanding of SAP’s supply chain solutions. I look forward to being the catalyst in driving Bristlecone’s growth and acceleration.”

About Bristlecone

Bristlecone, (www.bcone.com) is a leading consulting firm focused on helping clients maximize the strategic value of their supply chains. Across over 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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