

## IT Marketing Leader Heather Newman Joins AvePoint as Vice President of Global Marketing

**Newman, possessing more than 10 years of Microsoft SharePoint and SQL Server corporate marketing experience, will lead AvePoint's global marketing and business development initiatives**

*Jersey City, NJ — September 12, 2011* — AvePoint, a proven leader in governance solutions for Microsoft SharePoint, today announced the addition of IT marketing consultant Heather Newman as AvePoint's Vice President of Global Marketing. In her new role, Newman will execute global marketing and communications strategies that support AvePoint's business growth and continue to increase the company's brand awareness worldwide.

"We are very pleased to welcome Heather into her new role at AvePoint," said Dr. Tianyi (TJ) Jiang, Co-Chief Executive Officer of AvePoint. "An expert in Microsoft products and technologies who is intimately familiar with the SharePoint community, she has consistently proven her ability to build partner channel relationships, develop successful marketing plans, and create unforgettable corporate events. We are confident her experience, skills, and creative energy will be valuable assets as we continue our quest to help enterprises worldwide achieve their business goals with SharePoint."

"AvePoint and I have grown up in the SharePoint sandbox together since the platform's inception, and I have witnessed AvePoint rapidly develop into the world-class enterprise it is today, with an unprecedented range of software solutions to derive maximum business value from SharePoint, top tier customer support, and the resources to deliver thought leadership to the SharePoint community," Newman said. "I look forward to supporting AvePoint's 8,000 existing customers and continuing to increase the company's global reach by expanding into new markets."

As owner of the highly successful consulting business Creative Maven, Newman produced hundreds of marketing campaigns and events for high-tech companies over the past 10 years, including Microsoft, KnowledgeLake, GimmelSoft, OmniRIM, and Ascentium. In addition to her consulting work, Newman worked as a marketing manager for Microsoft Corporation in its United States subsidiary, as well as for semi-conductor manufacturer Data I/O Corporation.

### **About AvePoint**

[AvePoint](#) is a global technology company and [proven software leader](#). Since its founding in 2001, AvePoint has become one of the world's largest providers of enterprise-class governance solutions for Microsoft SharePoint. Propelled by one of the world's largest SharePoint-exclusive research & development teams, AvePoint helps more than 8,000 customers – including many Fortune 500 companies and government agencies – meet their specific business objectives utilizing the SharePoint platform. AvePoint, Inc. is headquartered and maintains its principle engineering center in Jersey City, NJ, with wholly owned sales and engineering centers in the USA, Canada, Australia, United Kingdom, France, Germany, Japan, Singapore, and China. AvePoint is a Depth Managed Microsoft Gold Certified Portals and Collaboration Partner and Gold Certified ISV Partner as well as a US Government GSA provider via strategic partnerships.

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