



FOR IMMEDIATE RELEASE

## Metallett Appoints Wendy Lea as Board Member

**Plano, Texas. – December 12, 2006 –** [Metallett](#) today announced the appointment of Wendy Lea to the company's board of directors. With more than 20 years of sales and marketing strategy and alliance expertise for venture-backed startup companies, Lea will serve as a key contributor to Metallett's strategic growth plans.

Ms. Lea is Chairman of the Board for Newmerix, a provider of enterprise application lifecycle management software, a board member for Stratify and the Forum of Women Entrepreneurs & Executives, and an advisory board member for StillSecure, Beam and Amazon Consulting. Previously, Ms. Lea led Siebel Systems' eBusiness Consulting division, which provided channel strategy to Siebel's global customers. She joined Siebel in 1999 as a result of its acquisition of OnTarget, Inc., a provider of sales and marketing process to the high technology industry, where she held the position of VP of Marketing and Alliances.

"Wendy is an asset to the Metallett board of directors. Her experience and expertise add a key perspective to our strategic and operational discussions," said Guy Hoffman, Metallett President and CEO.

Ms. Lea has been in the Customer Relationship Management (CRM) space since 1984, initially as VP Sales and Marketing for Acclivus. In 1992, she joined The Sales Consultancy (TSC) in the UK, as VP of Marketing and assisted with its European expansion. In 1995 she moved back to the US as co-founder of TSC-US. Ms. Lea co-authored two innovative sales methodologies, CHAMP (channel and alliance management process) and TMP (territory management and planning), which have been adopted as global standards by IBM, Hewlett Packard, Microsoft and Oracle and embedded in Siebel System's software applications.

### **About Metallett**

Founded in 2002, Metallett helps organizations assess and manage their exposure to application change-related risk. Metallett's IQ solution brings reliability to the change management and acceptance process for business-critical applications. Impact analysis, compliance, and audit capabilities provide visibility and enable business critical applications to keep pace with the speed of business. For more information visit:

[www.metallett.com](http://www.metallett.com)

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