



## Press Release

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## Adaptiva Appoints Vice President of Worldwide Sales and Operations

*Veteran Technology Executive Named to Leadership Position for  
Provider of IT Efficiency and Power Management Solutions*



SEATTLE—January 17, 2012—Adaptiva, a leading provider of IT efficiency and PC power management solutions, today announced the appointment of high-tech veteran, Todd Floyd to serve as vice president of worldwide sales and operations. Floyd joins the Adaptiva senior leadership team to further ignite the sales and expand growth of its IT efficiency and energy management software solutions.

“Todd is a tremendous asset for Adaptiva with his extensive background in creatively and effectively increasing revenue growth through sales initiatives,” said Dr. Deepak Kumar, president and chief technology officer at Adaptiva. “With Todd’s talent and experience, we are adding a critical piece of our leadership team and will accelerate the momentum of our next generation IT efficiency and PC power management software.”

A seasoned sales executive in the technology arena, Floyd comes to Adaptiva with an extensive background in building and managing global sales teams that exceed revenue goals. Prior to Adaptiva, Floyd launched the Pacific Northwest Region for BMC Software and quickly attained membership in the BMC President’s Club for outstanding achievement in sales. Throughout his career, Floyd has held senior sales positions and routinely exceeded sales goals by triple digits for high-tech firms including Endeca Technologies, Siebel Systems, Parametric Technology and Xerox.

“Adaptiva represents a rare opportunity as our solutions elegantly increase IT efficiencies for large distributed networks and easily expands the functionality of Microsoft ConfMgr,” said Floyd “With the exponential growth of large global networks, coupled with the need to optimize IT operations, Adaptiva is well positioned to experience dramatic growth and I look forward to helping continue this progress.”

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### About Adaptiva

Founded in 2004, Adaptiva provides innovative IT efficiency and PC power management software solutions. A Microsoft Partner, Adaptiva extends Microsoft System Center Configuration Manager by providing revolutionary hierarchy simplification, client health assurance and PC power management. Adaptiva helps users decrease the environmental impact of desktop computing, increase desktop manageability and end-user productivity, and significantly reduce IT operational costs. Adaptiva significantly lowers the total cost of ownership easily, quickly and cost-effectively. Adaptiva is deployed on more than 1 million devices globally and sold directly and through a network of partners and channel resellers. Call 425.823.4500, email [info@adaptiva.com](mailto:info@adaptiva.com) or visit [www.adaptiva.com](http://www.adaptiva.com).