

Bio – Craig W. Ryall



Mr. Ryall is a high technology executive with extensive experience leading customer-facing sales, alliances and services teams. He has 30 years of experience in the software industry and has an extensive track record of achieving top-line and bottom-line results in both high growth and turnaround situations. He has managed the integration process for over 20 acquisitions and has been a key player in the buy-side, sell-side, spin-off and merger process to maximize shareholder value.

Most recently, Mr. Ryall was Vice President of WW Sales Operations for the Dell Software Group, a \$1.7B division of Dell. Dell Software provides Systems Management, Information Management and Security software and services. Mr. Ryall was responsible for planning, analytics, training/enablement and operational support for a 2400 person WW sales team with responsibility for a \$450M budget. Prior to Dell Mr. Ryall held a similar role at Quest Software, which was acquired by Dell. At Quest, Mr. Ryall also held the role of Vice President of Americas Field Operations. In that role, he led a 500 person Sales, Alliance and Solution consulting team supporting commercial customers in North America and Latin America.



Prior to Quest, Mr. Ryall was Senior Vice President of Americas Field Operations at Peregrine Systems (now part of Hewlett Packard). In this role, Mr. Ryall served as part of the turnaround executive team and managed the North American and Latin American sales and alliances team through a very difficult restructure. During this period, the team achieved above plan P&L performance with sequential improvements in key sales metrics.

During an 8+ year tenure at Peregrine, Mr. Ryall held various executive roles including Senior Vice President of Worldwide Alliances, Vice President of Merger Integration and various sales leadership roles. He was the executive responsible for negotiating the 2 largest contracts in company history (\$35 Million and \$45 Million in software license initially and \$100 Million plus lifetime revenue for each.) He was also responsible for developing a strategic alliance with IBM that generated 20-40% of the company's software license revenue depending on the period. He was the recipient of numerous awards including the Chairman's Leadership Award where he was nominated by his Vice President level peers. Peregrine was the category leader in IT Service and Asset Management Applications.

Mr. Ryall is a proven leader with extensive experience building and managing multi-channel go-to-market teams. He has the ability to optimize field sales, telesales and 3rd party alliances and channels to maximize market coverage, revenue and sales productivity.

Mr. Ryall has a B.S. degree in Information Systems and an MBA from San Diego State University.
