



Representative Vell Placement

JACK MCAVOY
VICE PRESIDENT, MARKETING



Jack McAvoy has been named Panviva's Vice President of Marketing where he will be responsible and accountable for the definition and execution of the company's marketing strategy, with special emphasis on establishing Panviva as a thought and product leader in the emerging market of Business Process Guidance.

Previously, McAvoy served as Research Director & Practice Leader at Aberdeen Group, managing and growing by 25% Aberdeen's strategic service practice. Before joining Aberdeen, he was Vice President, Marketing & Corporate Communications at ViryaNet. There he served as counsel to the CEO, and directed the worldwide marketing and communications effort that increased revenue from \$16M to \$27M annually. Prior to ViryaNet, McAvoy was Vice President, Marketing & Corporate Communications at Pegasystems. At Pegasystems he started and built the marketing department, adding staff members across three continents and establishing processes for all functions. He also defined the company's strategic messaging and positioning, created the corporate identity, promoted company awareness, generated business, and increased revenue from \$10M to \$70M.

Jack holds a B.S. Economics from Merrimack College and a M.S. Management from Lesley College.

About Panviva

Since 1996, Panviva has been helping its customers cut operating costs and improve performance. Panviva's SupportPoint is the world's leading Business Process Guidance (BPG) solution. More than 200,000 users across 37 countries rely on SupportPoint to guide them through complexity, change, and compliance in an increasingly challenging global market. To learn more about Panviva, visit www.panviva.com.