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Representative Vell Placement



ROB SCHILLING **MEMBER OF THE BOARD OF DIRECTORS**

PALO ALTO, CA - Socialtext, Bedford's newest portfolio company, has announced the appointment of Rob Schilling to their board of directors.

Mr. Rob Schilling serves as the Chief Executive Officer at Space-Time Insight, Inc. Mr. Schilling is responsible for the Space strategic direction. Mr. Schilling served with SAP North America as Senior Vice President and General Manager of the West region and was responsible for all utilities industry accounts in North America. He served as Chief Operating Officer for SAP Japan, where he was responsible for the Industry Solutions, Business Operations, Inside Sales, Value Engineering, and Premier Customer Network teams. Prior to that, Mr. Schilling served as Senior Vice President and General Manager of the telecommunications and media industries for SAP North America. Mr. Schilling has more than 20 years' experience in sales and management. Mr. Schilling served executive positions at Oracle Corporation, Siebel Systems, and Comergent Technologies, and has a wealth of experience in the utilities, telecommunications, manufacturing, high technology and media sectors to Space-Time Insight. Mr. Schilling has a Bachelor's Degree in Political Science from the University of California at Santa Barbara.

About Socialtext

Established in 2002, Socialtext, a PeopleFluent company, was the first company to deliver social software to businesses. By unlocking knowledge, expertise, ideas and data, Socialtext eliminates information silos across the enterprise to drive superior business performance.

Socialtext deployments span many business functions across the enterprise, such as communications, customer support, sales and marketing, HR and learning, product management, and IT. Hundreds of organizations globally have accelerated their business performance with Socialtext, including McKesson, Ericsson, Avaya, Blue Man Group, American Hospital Association, Southeastern Railway, and GT Nexus. To learn more, visit www.socialtext.com.