

## For Immediate Release

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### **Systema Software Appoints Brian Mack as Vice President of Sales & Marketing**

*New VP to Build Robust Sales & Marketing Team for Aggressive Growth  
and Market Expansion of SIMS Claims™ Software*

Larkspur, CA – January 3, 2012 – [Systema Software](#), a leading provider of [claims administration software](#) and services to the insurance industry, today announced it has appointed Brian Mack to the position of vice president of sales and marketing. With growing demand for Systema's [SIMS Claims](#), Mack, a veteran of the [claims software](#) industry, will build and lead a sales and marketing team for aggressive growth and increase awareness of the company's second-generation, [browser-based claims system](#) as delivering value and satisfaction to clients.

Jose Tribuzio, president of Systema Software, commented on the appointment: "Brian brings a depth of sales and marketing leadership. He understands the [claims software](#) market extremely well and has a proven track record of driving sales. As a company, we have continually invested in the development of SIMS Claims. Now it's the right time to expand our management team to aggressively grow and generate increased awareness of our modern .NET claims technology. In addition, Brian will assist with strategic business decisions, such as growing our business through mobile and cloud applications, and expanding our markets to include not just insurance companies, but also self-insured organizations, risk pools, and public entities."

"I'm excited to join Systema Software," said Mack. "The company has a nimble, entrepreneurial approach, which enables us to unleash employee talent and to react quickly to client needs. SIMS Claims is the best [claims system](#) on the market today, and Systema Software has an exceptional reputation. The company is focused on offering one capability really well, so we're able to deliver [claims software](#) better than any other vendor. As we move forward, we'll establish

Systema and SIMS as brands synonymous with quality service, product value, and customer satisfaction.”

“Many of today’s [claim systems](#) grew out of older products,” said Mack. “As a result, many organizations are dissatisfied because these vendors haven’t effectively updated their legacy applications or delivered on the promise to meet client needs or provide value. Legacy systems often translate into client service issues, unreliable performance, and implementation challenges. As a second-generation, [browser-based claims system](#), SIMS offers robust capabilities, and it’s not bogged down by any legacy issues.”

Mack has over 20 years of sales and marketing experience in insurance software. Prior to Systema Software, Mack was vice president of sales and marketing at Valley Oak Systems, which was acquired by Aon eSolutions. After the acquisition, Mack served on the executive committee spearheading the integration of Valley Oak Systems into Aon eSolutions, and he continued to increase product sales. During his overall tenure at Valley Oak Systems, Mack grew sales more than 21 fold over seven years and correspondingly expanded the sales and marketing team. Prior to Valley Oak Systems, Mack was the director of product sales for Data Executives International, Inc., managing sales of an underwriting application to life insurance carriers. He also held sales positions at Alexander & Alexander, Inc., responsible for the sales of a risk management information system (RMIS), and Marathon Systems, where he coordinated sales for a [claims administration system](#).

### **About Systema Software**

[Systema Software](#) provides flexible, comprehensive solutions and services to the insurance industry. Its flagship product, [SIMS Claims](#), is an innovative, browser-based property and casualty [claims administration system](#). Together, our team of Big 5 consulting veterans, experienced software developers, and project managers deliver an architecturally strong enterprise platform, designed for superior speed, scalability, and performance. For more information, visit us online at [www.systemasoft.com](http://www.systemasoft.com).

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