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Progress Appoints Melissa Puls to Chief Marketing Officer

Former Iron Mountain Vice President to Lead Results-Oriented Marketing Programs Globally

BEDFORD, Mass.--(BUSINESS WIRE)-- [Progress](#) (NASDAQ: PRGS), announced today the appointment of Melissa Puls to chief marketing officer (CMO), effective October 20, 2014. As CMO, Puls will oversee all aspects of the company's marketing operations and communications strategy. Puls will report into Progress president and chief executive officer, Phil Pead.



Melissa Puls, chief marketing officer, Progress (Photo: Business Wire)

Puls brings nearly 20 years of experience to Progress. She is a seasoned marketing executive who most recently served as the vice president of Iron Mountain's Global Demand Center, where she led demand generation, content marketing, web marketing, marketing operations, and creative services. She developed a best in class "lead to revenue" demand model at Iron Mountain, increasing both marketing's contribution to revenue by over 600% and also lead to revenue conversion by almost 90%. In addition, while at Iron Mountain, Puls improved marketing contribution to new revenue from 4% to 25%, increased lead to revenue conversion from 7% to 16% and drove the Internal Rate of Marketing Return (IRR) to more than 20%.

Prior to Iron Mountain, Puls filled a variety of marketing roles at Infor, a long-time [Progress® OpenEdge®](#) product partner and the third-largest ERP software company in the world. She also held marketing roles at Infinium Software (later SSA Global) and Kronos, Inc.

With a proven track record of developing successful, marketing programs that deliver bottom-line results, Puls has an aptitude for identifying opportunities, building and managing best in class teams and implementing positive change. Puls holds a B.S. in Marketing and a B.A. in Psychology from Franklin Pierce University.

Executive Quote:

Phil Pead, President and Chief Executive Officer at Progress said: "Melissa is a proven leader. She was essential to building Iron Mountain and Infor's renowned lead generation programs and I'm happy to welcome her to the Progress team to take the reins of our results-driven, revenue-generating global marketing efforts."

Melissa Puls, Chief Marketing Officer at Progress said: "Progress has an incredibly loyal community of partners and customers that are pushing the boundaries in cloud, mobile and big data. The company has the right structure, product and team in place to address the demands of a rapidly growing market - developing next generation applications for use in today's enterprise. I'm excited to be a part of the group building on Progress' winning track record and focus on delighting our partners and customers across our application development and deployment, OpenEdge and data connectivity business lines."

Additional Resources:

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About Progress Software Corporation

[Progress Software Corporation](#) (NASDAQ: PRGS) is a global software company that simplifies the development, deployment and management of business applications on-premise or in the cloud, on any platform or device, to any data source, with enhanced performance, minimal IT complexity and low total cost of ownership. Progress Software can be reached at www.progress.com or 1-781-280-4000.

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