

## Press Release

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### Sachin Dabir Joins Adventace® as Director, ASEAN & India

**Pittsburgh, PA – December 17, 2009** – Adventace, LLC, a recognized worldwide leader in optimizing the performance of sales operations, announced that Sachin Dabir has accepted the position of Director, ASEAN & India. As a key part of its expansion efforts, Mr. Dabir will focus on the global sales management firm's goal of helping clients in Brunei, Cambodia, India, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam to **Create the High Performance Sales Environment®** (HPSE).

Bob Junke, Founder & CEO of Adventace, said "We are very excited to have Sachin on board as both the executive driving our expansion efforts in the region and a key member of our management team. Sachin's addition is part of our 100% commitment to helping our clients achieve significant long-term metric-based results on a global basis. While growing and managing our client relationships throughout the region, Sachin will also bring additional Adventace Associates on board. He brings a tremendous amount of experience, skill, and work ethic to expand our presence and to help executives drive metric-based performance improvement."

"I am excited about Adventace's focus as a change management firm who helps its clients institutionalize sales and sales management methodologies through its products, services, and implementation support", said Mr. Dabir. "This focus makes Adventace a true partner in the success of the organizations it does business with. This is a great opportunity for the customers in Asia to embrace best practices to be successful in global markets."

Located in Singapore, Mr. Dabir brings over 18 years of time-tested experience in the Asia Pacific region with IT Organisations of repute. He is the Founder and CEO of Ashnik Pte Ltd, and is an Entrepreneur, thought leader, mentor, effective trainer, public speaker, and an avid blogger. He has, to his credit, a demonstrated track-record of performance with organizations in Asia Pacific and India. He has been a leader for spearheading large projects that turned out as showcase models.

Mr. Dabir has played a major role in establishing Red Hat and open source business in India. He has been invited as a speaker in many public forums such as Linux Asia, Dataquest, NASSCOM, CNBC, and others. He has worked closely with central and local governments along with leading MNCs to help them adopt open source. He has helped Red Hat set up the ISV partner ecosystem in Asia Pacific region.

## **About Adventace**

Adventace® is a global sales management firm specializing in helping sales operations Create the High Performance Sales Environment® through an integrated methodology and supporting applications. An enterprise-wide sales and sales management system, HPSE delivers predictable results, measurable and sustainable performance improvement, and confidence that expected results can be achieved. Historically, clients are able to outperform past results by a factor of at least 2 to 1. TransUnion, for example, saw their average win size increase by 15% and their number of wins increase exponentially as sales teams adopted the new methodology and application. Other Adventace clients include Cisco, Computer Associates, CTG, EMC, Marconi, Oracle, SolidWorks and SunGard. With 50 associates around the world and offerings in eleven languages, Adventace has implemented the HPSE worldwide to over 400 customers.

**Learn More About Our Services at <http://www.adventace.com>**

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