

Jim Humphrey joins Odessa as Vice President, Sales & Marketing

July 28, 2008

Odessa Technologies, Inc., a leading global provider of Lease Management Systems, today announced the appointment of Jim Humphrey as Vice President of Sales and Marketing, reporting to the CEO. His main focus will be to build the Odessa and LeaseWave brand while expanding the company's sales efforts. Humphrey not only brings more than 20 years of sales-related experience but has also spent his entire career within the leasing industry.

Humphrey began his career with GE CapitalTM, working in various operational, sales and business development positions over an 18 year period. He went on to co-found NovaMetric Development GroupTM, a developer of front-end lease application processing and automation systems. After NovaMetric was sold to LeaseTeamTM, Humphrey spent 5 years as Senior Vice President of Lease Sales ManagerTM Products. Following this, Humphrey joined Genpact LtdTM, a company that was founded by GE CapitalTM and has grown to become one of the largest business process outsourcing firms in the world, as Vice President of Business Development.

"The position of Vice President, Sales & Marketing will provide the ongoing leadership that the company's global initiatives require. Jim's experience is an especially exciting fit for Odessa because he's a multi-dimensional candidate; in addition to his extensive leasing background and experience working for GE Capital, he has experience as an entrepreneur, having built one of the first lease automation products on the market," says Madhu Natarajan, CEO.

"Odessa prides itself of its knowledgeable, cross-trained and lease-savvy employees in all its departments, including sales", adds Jay Mehra, COO. "This is certainly a differentiating quality that sets us apart from our typical competitor. A salesperson, for instance, is much more effective when they can quickly understand and appreciate the business and operational challenges of a leasing customer or the risks, pain and opportunities of a software implementation. In this context, Jim is a natural fit at Odessa and will provide leadership that neatly aligns itself with the company's vision and ongoing global initiatives."

"I am very excited to join Odessa", says Humphrey. "There's a distinct exuberance and 'can-do' culture that just draws you in. The stress that the company puts on quality and preparation filters through to all its efforts. And when this is combined with a cutting-edge system, it makes for a compelling value proposition. I am sure I will learn as much from the position as I hope to contribute to it in the coming years", he adds.

About Odessa Technologies, Inc.

Odessa Technologies, Inc. is a software company exclusively focused on the leasing industry. The company is headquartered in Philadelphia, PA and employs a staff of 250 people. The LeaseWave[®] suite is a fully Internet-based family of products, providing an end-to-end lease and loan origination and portfolio management solution for equipment leasing and finance, vehicle leasing and finance and fleet management companies. The LeaseWave[®] suite is specifically engineered, to be configurable and customizable and accommodate even the most complex of business models, as evidenced by its diverse customer base.