



## **FOR IMMEDIATE RELEASE:**

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## **Action Technologies Taps Valley Veteran to Spearhead Product Management**

June 16, 2003 – Alameda, Calif. - Action Technologies, Inc. ([www.actiontech.com](http://www.actiontech.com)), a 20-year-old Bay Area software firm specializing in managing complex human processes, today announced that Richard Berger has been named to the position of VP, Product Management. In this capacity he will oversee the company's flagship ActionWorks® Suite of Business Process Management (BPM) software.

Action Technologies was recently awarded gold medals in the Global Excellence Awards 2003 competition for its work with both Credit Suisse Financial Services and International Truck and Engine Corporation, and was recently named as one of the leading visionaries in the BPM sector by Gartner. The company's ActionWorks suite provides tools that reduce the time and cost of white-collar business processes by 40-60% and generate typical returns of more than 300% by managing the flow of decisions, information, and accountability.

Berger's professional and academic background provides unparalleled expertise for Action Technologies, and will help the company maintain its position as a leading industry visionary. His experience in management and engineering will be a valuable asset as Action expands its ability to deliver award-winning solutions to its global customer base. Berger, 43, holds a Bachelor's degree in Computer Science and Mathematics (cum laude) from Cornell University, an MS in Computer Science from the University of California, Berkeley, and an MBA from Stanford University, where he was an Arjay Miller Scholar. He has more than 15 years in executive, engineering, and marketing management positions, including serving as a vice president at NextCard, 2Bridge Software, and Mosaix (acquired by Lucent). Previously Berger also

spent more than five years at Sun Microsystems in various software development and management positions.

Bill Welty, CEO for Action Technologies, said, "We are excited to have Richard join our team. His energy, broad experience, and all around good judgment will make a great addition to Action."

**About Action Technologies**

For more than 20 years Action Technologies ([www.actiontech.com](http://www.actiontech.com)) has delivered award-winning Business Process Management (BPM) software that reduces the time and cost of decision-driven processes by 40-60% and typically generates returns of more than 300%. The ActionWorks® Suite enables our leading global customers to analyze, redesign, implement and continuously improve their operations through a patented system for managing negotiations and commitments.

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