



June 24, 2010

ServiceSource Names Industry Veteran Ganesh Bell as Executive Vice President of Products

SAN FRANCISCO – June 24, 2010 — [ServiceSource®](#), the technology and market share leader in cloud-based service revenue performance solutions for technology, healthcare, and life sciences companies, today announced the appointment of Ganesh Bell as executive vice president of products. Mr. Bell will spearhead key global product management, strategy and development, encompassing all cloud services offerings.

“Ganesh Bell is an industry expert with a terrific track record of establishing successful, strategic product development portfolios,” said Mike Smerklo CEO and chairman of ServiceSource. “The addition of Ganesh’s deep business software expertise and entrepreneurial spirit will allow us to accelerate our technology innovations and drive even greater customer success and satisfaction.”

Ganesh Bell brings more than 17 years of experience in the enterprise software industry. Prior to ServiceSource, Mr. Bell held several key positions at SAP, most recently as vice president of product strategy & management for the business intelligence & technology platform group. He also served as vice president of portfolio strategy at SAP, where he defined and coordinated product strategy for all technology products and new portfolio investment opportunities across SAP’s diverse portfolio.

Throughout his career, Mr. Bell has held key product, technology, and executive positions in leading enterprise software companies and startups. He was chief technologist at PeopleSoft Inc., providing leadership in integrating its technology portfolio after the acquisition of J.D. Edwards, where he served as chief software architect. Prior to J.D. Edwards, Mr. Bell served as vice president of products at YouCentric, where he led the core development of the products team. He began his career as a software developer at startup, Login Systems and Innovations in Madras, India.

“ServiceSource is uniquely positioned to provide customized service revenue performance solutions to its clients,” said Bell. “I look forward to growing our leading cloud applications and executing new product initiatives that will maximize maintenance, support and subscription revenue while continuing to optimize customer satisfaction.”

Ganesh Bell holds a Bachelor of Science degree from University of Madras, India and a master’s degree in computer science from North Dakota State University.