



April 26, 2010

## **ServiceSource Taps Basheer Cassim as Senior Vice President and Managing Director to Grow Asia-Pacific Market**

**26 April 2010 (SAN FRANCISCO & SINGAPORE)** - [ServiceSource®](#), the global leader in cloud computing-enabled service revenue solutions for the high-tech, healthcare and life sciences industries, today announced the appointment of Basheer Cassim as Senior Vice President and Managing Director of Asia Pacific (APAC). A highly-regarded leader with a wealth of knowledge in the technology industry, Cassim is responsible for the APAC business strategy, growth and development.

"Basheer has demonstrated time and again his expertise in establishing global businesses and leading technology organizations through revenue growth and expansion," said Mike Smerklo, CEO and chairman of ServiceSource. "We have experienced tremendous success over the past six years in the APAC market, including one year on the ground in Singapore. Today, we are servicing over 10 blue chip technology brands locally in APAC. With the addition of Basheer and his depth of knowledge, we expect to increase our growth rate and footprint throughout the region."

"The expertise of ServiceSource in the service contracts and maintenance renewals business is unparalleled," said Mr. Cassim. "The ServiceSource market leading cloud computing and managed services solution, backed up by our unique pay for performance revenue model, has improved clients' service revenue renewal rates by up to 40 points. These high-performance results, coupled with deep knowledge of the Asia-Pacific market, will contribute to fuel our fast growth in the region."

Prior to ServiceSource, Cassim served as Managing Director of Eurobios, where he expanded the software-as-a-service model and led a broad, integrated cross-discipline team to deliver top-notch customer service. Previous to Eurobios, Cassim served as Vice President and General Manager of PROXIM Wireless, where he was responsible for the general management of sales and marketing in Europe, Middle East, Africa and South Asia. Before joining PROXIM, he was the Director of Internet and Digital Media at METRO International Media, Kinnevik Group where he established a new business unit providing digital news content over Internet and interactive TV. He began his career in global high technology operations at Dell Computers Europe where he held several key sales and finance positions. Basheer Cassim holds a master's degree from the University of Paris at Dauphine and an MBA from London Business School.