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Maintenance Software Provider *Smartware Group* Hires New Marketing Director with Roots in Silicon Valley

CENTER HARBOR, NH – AUGUST 9, 2011 – Smartware Group, Inc., www.bigfootcmms.com, the premier provider of **Bigfoot CMMS** (computerized maintenance management software) for maintenance management of facilities and production equipment, welcomed Dia Cheney as its new marketing director.

Cheney brings 17 years of marketing experience and extensive work in branding and sales to Smartware Group. Cheney hails from the high tech industry, earning her marketing stripes in Silicon Valley for nearly a decade where she helped launch successful emerging technology companies like Alexa Internet, purchased by Amazon for \$200 million, and Wide Area Information Servers (WAIS) Inc., which was acquired by America Online.

“Dia’s experience and knowledge gained from working in both industry and technology organizations makes her an important addition to the Smartware team,” said Paul Lachance, president and co-founder. “Also Dia’s long tenures at her previous positions, her value in teamwork will serve her well in our company culture and in driving the success of our flagship product Bigfoot CMMS.”

In 2002, Cheney left Silicon Valley for the East Coast and changed industry directions as well when she was appointed marketing director of Equal Exchange Inc., an early innovator in Fair Trade food and beverage products, and known as one of the largest worker-owned co-operatives in the U.S. All Equal Exchange products are fairly traded, benefiting more than 40 small farmer co-operatives in 23 countries around the world. Cheney helped Equal Exchange successfully expand into new product lines and sales channels, and supported the company’s growth from \$10 million to more than \$40 million in annual sales.



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“After working in a food manufacturing environment for a coffee roaster, I appreciate the critical importance of avoiding unnecessary equipment downtime and the value of predictive maintenance,” Cheney said. “There’s so much pressure placed on operations and the folks behind the scenes across all types of industries – to keep machines and facilities running, to keep costs for labor and parts down and to stay on top of predictive maintenance and work orders.

“Not only has Smartware Group saved companies all over the world hundreds of thousands to millions of dollars in unnecessary maintenance costs has a truly dedicated, customer focused approach that really sold me.”

About Smartware Group, Inc.

Smartware Group, Inc., headquartered in Center Harbor, N.H., develops and services Web-based Bigfoot CMMS (computerized maintenance management software) for a variety of business environments, from data centers to manufacturing plant floors to convention centers and stadiums.

Since 2002, Bigfoot has helped more than 1,400 customers worldwide improve facility and equipment maintenance operations with advanced capabilities that include preventive maintenance (PMs) and predictive maintenance, work order scheduling, maintenance requests, asset life cycle management, parts replacement inventory, and built-in reporting. Bigfoot CMMS’s native functionality paired with its intuitive design allows maintenance professionals to implement the solution and get results quickly, often in a matter of weeks. To learn more about Bigfoot CMMS, visit www.bigfootcmms.com.

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