



Press Release

StrategicOne names Tricia Wilcox Almas - Director of Business Intelligence Services

Dynamic Business Intelligence Professional Joins Innovative Database Solutions Provider

Overland Park, KS – February 13, 2008 Tricia Wilcox Almas, a senior consultant with a track record of successfully implementing constituent relationship management (CRM) and business intelligence (BI) systems in commercial and non-profit organizations, has been named Director of Business Intelligence Services for StrategicOne.

Prior to joining StrategicOne, Tricia served as the BI Product Manager for Compass Technology, a software development firm that specialized in serving non-profit organizations. During her almost 9 year tenure at Compass, Tricia served in a variety of capacities - as project management, practice manager, and finally product manager. She managed numerous varied projects for their clients, focusing on fundraising for non-profit organizations and government agencies.

Almas brings a wealth of professional services and management experience to her new post. Before becoming a consultant, Tricia served as the Director of Institutional Information Systems at Drew University of Medicine and Science in Los Angeles for 6 years. During this time, she upgraded their information and communications systems and networks, and prepared the campus for competing in the 21st century using advanced analytical technologies.

In taking the BI Product Management reigns at StrategicOne, Almas joins a fast-track company that specializes in marketing analytics and implementing CRM processes. The firm uses sophisticated analytics, modeling, and a host of other proprietary technologies to help organizations optimize their relationships with individual constituents across multiple communications channels.

"I was attracted to StrategicOne because of their superior reputation in the marketplace, their commitment to their core values, and their vision for providing business intelligence services. This is where my heart and personal mission lies, and I am thrilled to be associated with such a fine organization," Almas said. "It is exciting to be able to help clients become more effective marketers so they can achieve their goals. To accomplish this with a company where every staff member is highly committed to service excellence is very fulfilling."

"We are delighted to have Tricia as a part of our team," said Mike Plunkett, StrategicOne's chief operating officer. "We are committed to BI as an integral part of our service offering to help our clients implement CRM processes and develop valuable insights to their constituents and improve the effectiveness of their marketing program. Tricia is an expert in the Microsoft Business Intelligence Suite and one of the most knowledgeable BI professionals I have met. She will enable us to take our BI services to the next level for our clients."

Almas graduated from Michigan State University in 1981, and continued her education in Information Systems at UCLA and CalTech. She is active in the Challenger Little League program for Virginia District 8, and in the March of Dimes.