



n-tara interactive

n-tara works

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Industry Veteran Tim Lambert to lead Sales Enablement Services at n-tara

n-tara's sales enablement programs maximize sales force effectiveness and marketing investments

(Johnson City, Tenn.) Tim Lambert has joined n-tara as Senior Vice President, Sales Enablement Solutions. In his new position Lambert is responsible for the strategy, execution and growth of the company's sales enablement solutions.

Prior to n-tara, Tim was Vice President of Global Field Marketing and Enablement Programs at Unisys. In that role, he led an organization with personnel located in 20 countries accountable for integrated sales and marketing programs for a \$5B+ portfolio sold to global commercial, financial services and public sector clients. Tim's accomplishments include award-winning demand generation and sales enablement programs that generated over \$500M in revenue. Earlier in his career, Tim held marketing, sales and solution management roles with Burroughs, one of the pioneering innovators of the Information Technology industry, and Peirce-Phelps, a diversified distributor and reseller of technology, multimedia, industrial and consumer products.

"Tim Lambert brings to n-tara valuable experience developing and executing cost-effective marketing and sales programs with a core competency in sales enablement," said n-tara CEO Ralph O'Dell. "Tim will lead our sales enablement solutions business with the objective of helping n-tara's clients improve sales effectiveness with programs that are tailored to their business objectives."

"There is a clear and compelling market imperative for companies to focus investments on sales enablement solutions to maximize sales and marketing return on investment and improve the quality and outcome of sales interaction with customers." Lambert commented. "I joined n-tara due to their strategic focus on sales enablement, combined with a rich heritage in advanced visualization, web-based client engagement and technology-enabled content delivery."

n-tara's approach to sales enablement is based on creating persuasive visual sales content, tailored to customer issues, and delivered in a presentation style that sparks a collaborative conversation. More information can be found at www.ntara.com/sales-enlightenment .

Lambert graduated with a BA from Gettysburg College and received an MBA from Drexel University.

About n-tara:

n-tara is a digital media company dedicated to combining strategy, creative, and technology to solve the challenges of sales and marketing organizations within the Fortune 1000 with solutions that increase revenue, lower cost, and improve productivity.

n-tara consists of n-tara interactive, a full-service interactive agency, and n-tara works, a communication tools and platforms company.