



**SAVI TECHNOLOGY PROMOTES SIDRA BERMAN TO VICE PRESIDENT OF MARKETING;
JOINS MANAGEMENT TEAM**

ALEXANDRIA, VA, (February 5, 2014) – Savi Technology, pioneer and leading provider of sensor-based analytic solutions, today announced the promotion of Sidra Berman to Vice President, Marketing. Berman now reports directly to Savi’s president and CEO Bill Clark, and joins Savi’s executive management team.

Berman joined Savi in 2013 to head the company’s market management and product marketing efforts. In her expanded role she will be responsible for creating and implementing marketing strategies and programs to drive revenue growth, enter new markets, and build awareness of Savi. Berman brings more than 15 years of high-tech marketing expertise working in both small start-ups and large global organizations.

“Sidra has the breadth of experience – from product marketing to communications to pricing to events and everything in between – to lead this rising company’s marketing and communication efforts,” said Bill Clark, President & CEO of Savi Technology. “She has an awesome track record of success, and she’s a great addition to our management team.”

Before joining Savi in 2013, Sidra was the Vice President of Marketing and Inside Sales for Clarabridge, a high-growth SaaS company focused on business intelligence, text analytics and big data, targeting Fortune 2000 companies. Prior to Clarabridge, Sidra spent nearly five years at Deltek as Director of Product Marketing and Strategy, where she led the go-to-market strategy, planning and execution for the company’s ERP portfolio.

“I’m incredibly excited about the opportunity to grow Savi’s marketing presence and join a first-class executive team with a proven track record of success,” said Sidra Berman, VP, Marketing, Savi Technology.

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Sidra has held various marketing and technology roles at GE Global eXchange Services. She holds a BA in political science from Tufts University and an MBA in marketing and finance from the University of Maryland.

About Savi

Savi Technology provides organizations with operational analytics – the ability to collect and convert operational information into useful knowledge – from physical objects like supplies, equipment and cargo. The Savi Sensor Based Analytics Platform gives enterprises the ability to access, analyze and learn from new data in ways previously impossible, yielding streamlined operations, enhanced security and dramatically improved enterprise decision-making. Savi is headquartered in Alexandria, VA, with operations in Lexington, KY and around the world. Savi was named a 2013 Computerworld Honors Laureate for the economic improvements its technology has provided to several countries in Africa. Savi has more than 100 domestic and foreign issued patents covering a variety of technologies and is an active participant in several industry standards bodies including ISO 18000-7. For more information visit www.savi.com.

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EDITOR'S NOTE: Photograph is available on request

Media Contact (Group82):

Alan Mangelsdorf
alan@group82.com
845.235.4628
@AlanMangelsdorf