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Netfira Expanding US Sales, Marketing and Technical Support

Pleasanton, CA, April 5, 2010 – Netfira, a B2B software solutions provider with operations in Australia, Europe and the US, announced it has added three experienced sales and marketing professionals to its growing staff in Pleasanton, CA.

According to Mr. Goebel, “We’re very happy to welcome Reinald, Ernaz and Nazy to our team. Their impressive backgrounds in sales, marketing and tech support, individually and collectively, will be very important to Netfira as we expand in the US market, with the world’s first solution that allows electronic buying and selling between businesses of any size.”

Joining Netfira are:

Reinald Schneller, Vice President of US Sales: Reinald has an extensive background in business development, sales, alliances, and channels in domestic and international markets. He was previously Director of Americas Channels for MSC Software, a global provider of integrated enterprise simulation solutions. Before that, he was with Hewlett Packard for seventeen years where, among other positions, he was country manager for software sales in Germany, and US director of sales, Worldwide Partner Programs and Global Alliances for the HP OpenView Software Business. Reinald has a MS in Computer Sciences, and a BS in Electrical Engineering, both from the University of Darmstadt.

Ernaz Irani, Product Marketing Manager: Ernaz has over 20 years’ experience in business development, partner management, marketing, and software development. Most recently, she was a Business Development and Marketing Consultant at Coehl, assisting that software start-up in a number of critical launch issues. Previously, she was Vice President of Business Development and Marketing at BScaler, and Director of Business Development at RedPeak Solutions. Before that, she was with Hewlett Packard as Partner Marketing Manager, overseeing demand generation campaigns. Ms. Irani has an MS in Electrical Engineering from Pennsylvania State University, and a BS in Electrical Engineering from Bombay University.

Nazy Moradkhani, Technical Service Manager: Nazy has 20 years’ experience in planning, designing, developing, implementing, and supporting ERP software applications. Before joining Netfira, she was at Oracle as Customer Service Manager, supporting relationships with accounts in healthcare, banking and higher education. Previously she was Senior QA Analyst at Oracle, performing functional, integration, system, and regression testing. She has also worked at ProBusiness Services, Advance Technical Consulting, and as Business Analyst for Lucasfilm Ltd. She holds a BS in Computers from San Francisco State University

About Netfira (www.netfira.com):

Netfira is a privately owned software company with operations in Australia, Europe and the United States. Founded in Australia in 2003, the company’s products, NetfiraSeller and NetfiraBuyer, represent a breakthrough solution for streamlining the buying and selling process. This business-to-business supply chain solution facilitates secure, real-time, end-to-end online transactions between trading partners. It also provides powerful, real-time information for buyers about inventory levels in their supply chain.

The products can connect instantly and easily to customers’ existing accounting software, including MYOB, Oracle, Peachtree, QuickBooks, Sage, and SAP. The Sleeter Group named Netfira as one of its 2010 “Awesome Add-ons for QuickBooks,” recognizing it as one of the most effective and transformational technologies to enhance QuickBooks.

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Connecting Buyers and Sellers in Real-Time

Netfira is a breakthrough business-to-business supply chain solution that streamlines the buying and selling process. It facilitates real-time, electronic transactions between trading partners, eliminates manual data entry, and integrates with participants’ back end systems to provide powerful, real-time information for buyers about inventory levels and pricing within their supply chain.

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