



GenevaLogic

ACTIVE TEACHING SYSTEMS

GenevaLogic Executive Biographies

Peter Schüpbach, Chief Executive Officer

Based in Geneva, Switzerland, Peter Schüpbach has served as the chief executive officer of GenevaLogic since 2001. Schüpbach started his entrepreneurial career as a co-founder of Miracle Software AG in 1986 and served as its chief executive officer for more than 10 years. Under his guidance the organization grew to 350 employees, with offices in five countries. In 1998 he was appointed to the advisory committee of softNet, an initiative of the Swiss federal office of education and technology. Schüpbach was a co-initiator of the Swiss Software Association swissSOFT, which later became simsa. As a partner of MasterInvest AG, GenevaLogic's parent corporation, Schüpbach is also engaged in several start-up companies and is a member of the board of several organizations. He received the award "Business Angel of the Year" from the ASBAN (Swiss Business Angel Association) in 2005.

Kirk Greiner, President

Kirk Greiner, president and head of GenevaLogic's U.S. operations, joined the company in 2002. Greiner began his career as product manager for Arrow Electronics before founding Mirror Systems, a document management company specializing in the legal field. After six years as president of Mirror Systems, Greiner joined SmartStuff Software as vice president of marketing. He served as director of marketing for Riverdeep following its acquisition of SmartStuff. Greiner holds a degree in business administration from Seattle University.

Viktor Paramonov, Chief Technology Officer

Viktor Paramonov joined GenevaLogic as chief technology officer in 2000. He began his career in Kiev, Ukraine, where he worked as a senior programmer and group leader for Miratech Ltd. He came to GenevaLogic from Miracle Software AG, where he was a senior programmer and then chief software architect. Paramonov earned his bachelor's degree in applied mathematics from Kiev State University.

Suzanne Balter, Vice President, Marketing

Suzanne Balter joined GenevaLogic as vice president of marketing in November 2005, and is responsible for the company's marketing on a worldwide basis. Previously, Balter worked for 18 years at Intel Corporation where she served in a variety of sales, marketing and management roles. Most recently, she managed the worldwide team that deployed and marketed Intel's e-commerce programs to customers in more than 34 countries around the globe. Her experience includes the successful development and marketing of a variety of high technology hardware and software products for Intel, as well as extensive involvement with corporate branding and cooperative marketing programs. Balter is a graduate of the University of Michigan with a bachelor of science in computer engineering and a master's of business administration in marketing. She recently earned her bachelor of arts in history at Portland State University.

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