Omada Hires Lars Barthold Nielsen as Chief Commercial Officer

Focussed investment to further accelerate the strong market adoption of the Omada solution makes the company strengthen management team with chief commercial officer

Copenhagen, November 5th 2013 – Omada, a market leading provider of solutions and services for identity and access management and governance, today announced that Lars Barthold Nielsen joins the company as Chief Commercial Officer with special emphasis on the products business. Lars Barthold Nielsen brings more than 20 years of international management experience in combination with extensive hands-on entrepreneurial experience.

Prior to Omada, Lars Barthold Nielsen held executive positions in leading technology companies such as Citrix Systems, Informatica Corp., and Kapow Technologies, where he has been based both in the US and EMEA. During his career, he has been instrumental in assisting high tech companies attain a market and technology leading position in their respective global markets. As newly appointed CCO at Omada, Lars Barthold Nielsen will take on responsibility for the further development and execution of Omada's Products business with special emphasis on promoting and selling the Omada product set to an expanded base of customers and partners.

"Lars Barthold Nielsen's extensive career driving high performance teams within company and product strategy, sales, business development, and corporate and product marketing, will significantly contribute to Omada's continued growth and success", says Morten Boel Sigurdsson, CEO at Omada. "I'm really excited to have Lars Barthold Nielsen on the team". "Omada is experiencing record growth and increased demand for our unique identity & access governance software. To further accelerate this, Lars will take on an important cross-functional role in refining and executing on our go to market strategy. In addition, he will play a key role in driving market communication and aligning our product roadmap with future market needs."

The Omada platform and implementation experience has driven great business value to new and existing customers." I am really looking forward to taking part in the exciting journey Omada is on. The Omada solution touches a key problem helping organizations improving compliance, efficiency and overview of their corporate data and access rights across their cloud, hosted and on premise applications and data. It is the combination of this expanding market, the strong Omada team and the unique product set, that makes the company so well positioned for strong growth and that excites me", says Lars Barthold Nielsen.

The Omada Identity Suite is a leading enterprise solution for integrated user management, identity governance, and compliance. Omada Identity Suite is unique as it is the only enterprise solution available that provides complete integrated enterprise functionality across identity management and identity governance processes - built on the Microsoft platform for easy adoption into existing IT infrastructures.

About Omada
Omada is a market leading provider of solutions and services for identity and access management and identity and access governance. Omada enables organizations to achieve sustainable compliance, reduce risk exposure, and maximize efficiency. Omada's

solutions efficiently manage and control users' access rights to applications and data - reducing IT costs and resource intensive administration processes.

Established in 2000, Omada has operations in North America and Europe, delivering solutions directly and via a network of skilled partners and system integrators. Omada is recognized as a trusted advisor and has provided advanced solutions for organizations with some of the largest and most complex IT infrastructures in the world.

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Read more about Omada on www.omada.net