

PRESS RELEASE

## **Friedhelm Peplowski Appointed As Director Sales & Marketing At ARTEC**

*41-Year Old Joins From FalconStor Software*

Karben (Germany), July 3, 2007. ARTEC, a business continuity specialist based in Karben near Frankfurt, Germany, welcomes Friedhelm Peplowski as Director Sales & Marketing to its team. The 41-year old will try to drive the expansion of ARTEC's market position with a special focus on the company's flagship product, the EMA E-Mail Archive Appliance. The key to this will be the enhancement of the sales channels. Before joining ARTEC, Peplowski worked as a Sales Manager for FalconStor Software. Peplowski has more than twelve years of experience in sales and marketing.



***Friedhelm Peplowski (41) joins ARTEC Computer as Director Sales & Marketing.***

As Sales Manager at FalconStor, Peplowski looked after marketing and sales of the company's virtualization software in Germany. Besides the development of the indirect sales channels his responsibilities in this position included the organization and supervision of marketing activities.

Before his involvement at FalconStor, Peplowski worked as Account Manager for Storage Technology, a vendor of tape libraries and disk subsystems. Among other

things, his field of work consisted of direct and indirect sales.

In his career, Friedhelm Peplowski also held sales and marketing positions at SmartStorage, Pioneer Electronics Germany, and Axion Technology.



### **“Experienced Sales Professional Knows What Matters”**

Jerry Artishdad, Managing Director at ARTEC, is delighted about the newly signed: „Friedhelm Peplowski is an experienced sales professional who knows exactly what matters in our market segment. It is my firm believe that he will contribute tremendously to the extension of our market position”.

Peplowski, too, displays confidence: „ARTEC has a well balanced business continuity product portfolio. Especially ARTEC’s archive appliance EMA is proof that secure archiving solutions can come at reasonable prices. This among other facts makes me certain that we will achieve our goals and can extend our market position considerably“.

Pictures, documents and more information available at:

<http://www.pr-marcom.net/presse/ARTEC/artec-pressefach.html>

#### **About ARTEC**

ARTEC Computer GmbH specializes in providing solutions for business continuity. They company headquarters are located in Karben (near Frankfurt am Main) in Germany.

Founded in 1995, the company develops custom hardware, software and appliance solutions. The company’s flagship product is the EMA® E-Mail Archive Appliance.

More information at: <http://www.artec-it.de>

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