

## **WSA selects industry exec Ken Myer to succeed Kathy Wilcox as CEO of state's leading technology trade organization**

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**SEATTLE – (Nov. 14, 2006)** - WSA, the state's oldest and largest technology trade organization focused on ensuring Washington State's leadership position in the digital economy, today announced that Ken Myer has been named the organization's chief executive officer, succeeding current CEO Kathy Wilcox.

Myer has been involved with the WSA for many years at the Board of Directors level, including serving a term as the Board's vice chairman. He has been instrumental in several initiatives to build the technology sector in Washington State, including the WSA's technology workforce initiatives.

"We were looking for an individual with extensive industry, government relations and entrepreneurial experience, and Ken quickly emerged from a number of high quality applicants for this position," said Michelle Vivona, chair of the WSA's Board of Directors. "We believe he is imminently qualified to build off the success that Kathy has helped achieve during her 12 years as the leader of the WSA."

A seasoned technology industry executive, Myer started his career at IBM and spent 16 years in a variety of management roles there before taking a position as executive vice president of ActiveVoice in 1999. In 2002, Myer co-founded software start-up Interval Systems and served as its CEO until 2004, when he became senior vice president for TeleSym, Inc..

In 2005, he became president and CEO of The Pinnacle Group, a consulting firm focused on early-stage and fast-growing technology enterprises.

"Whether through business services, advocacy, or networking, WSA's real focus is on contributing to the bottom-line success of our members," Myer said. "It will be my job to reach out to those in the technology sector and develop new programs, services and technologies that both serve our current members and expand our membership base."

Technology is big business in Washington State. WSA's 1,000 member companies account for approximately 100,000 of Washington State's 250,000-person technology sector. WSA plays a critical role in Washington's economic development, with technology companies employing approximately 11 percent of the state's population. State software exports are second only to aerospace, and the Washington ranks 3<sup>rd</sup> in its concentration of high-tech employment among 10 peer states.

Wilcox, recently named by *Puget Sound Business Journal* as one of 20 "Women of Influence," will use her experience at the WSA and in her previous law and business careers to work with for-profit and not-for-profit businesses as an advisor on operations, business development, board structuring and fundraising.

“I am looking to our new CEO to springboard from the success we’ve built for the WSA and our members over the past two decades, creating new opportunities for member companies to connect and learn from each other as well as their peers around the world,” Wilcox said. “I am confident that with Ken’s leadership, the WSA will be helping to create expanded communities of interest that encourage regional, national, and global collaboration.”

**About the WSA**

Founded in 1984, the WSA (formerly the Washington Software Alliance) is a community working together to advance the economic value and global impact of technology companies. The result is that it is helping to secure the region’s leadership in the technology industry. With more than 1,000 member companies representing more than 100,000 software, Internet, telecommunications and technology company employees, the WSA is a catalyst for industry connections and collaboration. Its members work together in content communities, receive key business services, and lead the advocacy of issues necessary to grow Washington State’s impact as a leader in the digital economy. For information, please see [www.wsa.org](http://www.wsa.org).

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**NOTE:** Digital images of Ken Myer are available by contacting Veronica White at [vwhite@mww.com](mailto:vwhite@mww.com).