



## **SparkBase Announces New Sales Team Hires**

*Strong Demand Prompts Expansion of Sales Team.*

Cleveland, OH, March 12, 2009 --([PR.com](http://PR.com))-- SparkBase ([www.sparkbase.com](http://www.sparkbase.com)), a rapidly growing processor of customized stored-value programs, today announced that it has expanded its sales team with the appointments of Alan Semel as national sales manager and Bennett Kaufman as sales director.

The additions to SparkBase's sales team comes amid continued strong demand for their private label gift and loyalty card programs, which allow sales organizations to control merchant relationships without having to develop software or manage a data center.

As national sales manager, Mr. Semel will report to SparkBase CEO, Douglas Hardman, and will oversee all of SparkBase's new business efforts. Mr. Semel brings more than twenty years of experience forging executive-level customer relationships in technology businesses. Most recently, Mr. Semel was a co-founder of Telerad Express, a provider of outsourced radiology interpretations and software services. Prior to Telerad, Mr. Semel served as vice president of sales for Micros Retail (formerly Datavantage Corp.) where he spearheaded the expansion of software for new verticals and franchised operations. Mr. Semel's responsibilities also included managing executive level relationships with point-of-sale and analytics clients in North America, and hiring and managing the company's sales force which generated over \$7 million in annual revenues.

As sales director, Mr. Kaufman will be responsible for driving new business growth strategies. Mr. Kaufman joins SparkBase with six years of prospect development and consultative sales experience. Prior to joining SparkBase, Mr. Kaufman made significant sales contributions to the Gilbane Building Company. At Gilbane, the 5th largest At-Risk Construction Management Company in the U.S., Mr. Kaufman's sales efforts contributed to a volume increase of over 50% from \$3.8 billion to \$5.8 billion.

“Alan and Bennett bring tremendous passion for establishing long-term relationships and offering clients services they didn't even know existed. They are important strategic additions that will allow us to more quickly bring SparkBase's flexible gift and loyalty card programs to the market,” said Mr. Hardman. “Our phone is ringing off the hook and we now have the staff to support our growth.”

### **About SparkBase**

Since 2004, SparkBase has been the technology leader for the processing of private label gift and loyalty card programs. Headquartered in Cleveland, OH, SparkBase processes millions of transactions annually for merchants in five countries. SparkBase uniquely offers its clients the ability to private label stored-value programs. SparkBase also allows its clients to have direct access to their card programs which means they have the data and tools they want without involving a middleman. SparkBase's innovative business model and network have contributed to its growth of more than 150% annually. For more information, please visit [www.sparkbase.com](http://www.sparkbase.com).

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