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## **Initiate Systems Appoints New Chief Financial Officer**

*Dan Kossmann Brings Expertise with Public Offerings, Mergers and Acquisitions and Managing Companies through Consistent Profitability*

**CHICAGO (January 29, 2008)** – [Initiate Systems, Inc.](http://www.InitiateSystems.com), a leading provider of master data management (MDM) solutions for creating complete, real-time views of data about people, places and things, today announced the appointment of Dan Kossmann as its new chief financial officer. Kossmann brings years of experience with successful public offerings, mergers and acquisitions, and managing companies through consistent profitability. He begins immediately serving as CFO for Initiate Systems and reports directly to [Bill Conroy](#), president and CEO.

“We are always recruiting for top talent, and Dan’s experience over many years as CFO for public and private software companies is a welcome addition to Initiate,” said Conroy. “We are counting on his leadership and will leverage his expertise as we continue to grow.”

As CFO and member of the [Initiate](#) management team, Kossmann will be responsible for directing all aspects of the company’s financial activities, from strategic financial planning through operations. He is also responsible for making sure that Initiate has the people and financial infrastructure to support the company’s continued growth.

“I am thrilled to join Initiate,” said Kossmann. “Initiate has remarkable technology that provides substantial benefits to its customers and a very strong management team that has a deep understanding of the markets they serve.”

Kossmann comes to [Initiate Systems](#) as a seasoned high-tech CFO, most recently having served in that role for Outstart Inc., an e-Learning software company, where he helped grow the company from three to 600 customers. Prior to his time at Outstart, Kossmann served as CFO for several other software companies, including Datalogix Inc., Infinium Inc., NetG and Servicesoft Inc. He received his B.B.A. in Accounting from Niagara University in Lewiston, NY.

## **About Initiate Systems**

[Initiate Systems, Inc.](#) enables organizations to strategically leverage and share critical data assets. Its Master Data Management (MDM) [software and experience](#) as an information exchange leader provide organizations with complete, accurate and real-time views of data spread across multiple systems or databases, even outside the firewall. Initiate Systems operates globally through its subsidiaries, with corporate headquarters in Chicago and offices across the U.S., and Toronto, London and Sydney. For more information, visit [www.InitiateSystems.com](http://www.InitiateSystems.com).

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