

TeamF1 Appoints Embedded Software Veteran to Leadership Team

Former Embedded Solution Partners Executive and Wind River Systems Global Account Manager to join TeamF1 as Vice President of Sales

FREMONT, Calif., Oct. 21 (SEND2PRESS NEWSWIRE) – TeamF1, Inc. (www.TeamF1.com), a leader in embedded networking and security software, today announced that it has appointed industry veteran Michael Brockway as VP of Sales. Michael will oversee U.S. and Canada sales for TeamF1 and is also in charge of strategic customer relationships. Reporting to Mukesh Lulla, TeamF1 President and CEO, Brockway will focus on accelerating TeamF1's key sales growth initiatives by leveraging his extensive background in embedded software sales and strategic business development.



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"I am delighted to have Michael on board to take on this vital role," said Lulla. "As we continue to invest in new markets and expand our sales infrastructure, we are pleased that we continue to attract experienced senior talent at this important time in our company's development. Michael's wealth of experience in consultative software sales, and his deep understanding of what our customers are looking for, will help establish TeamF1 as a strategic provider to leading OEM companies."

“I’m very excited about the opportunity to join TeamF1, since I have worked with them for many years now,” said Brockway. “They have what it takes to be successful in today’s software market – superior software technology coupled with a genuine commitment to the customer’s success. I believe that TeamF1 is well positioned to take advantage of the recent market trends towards differentiated turnkey production-ready solutions. I look forward to working with Mukesh and the TeamF1 management team to lead this innovative company and take it to new heights.”

Brockway brings more than 20 years of domestic and global sales experience to TeamF1. Most recently, he served as Vice President of Sales at Embedded Solution Partners, a value added reseller of software technology for the embedded systems industry, where he was a key contributor to its growth, leading up to its recent acquisition by Continuous Computing Corporation. Prior to Embedded Solution Partners, Brockway held various senior sales management positions at Wind River Systems, Tektronix, and Fluke Manufacturing.

About TeamF1

TeamF1, Inc. a privately held corporation headquartered in Fremont, California, is a leader in high performance embedded networking and security software. TeamF1’s products enable secure networking of telecom/datacom and industrial equipment, and provide the infrastructure components needed for switching and wireless products in various market segments.

For more information visit the company’s website at www.TeamF1.com or contact TeamF1 Public Relations at 510/505-9931 or email pr_at_TeamF1.com.

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