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FOR IMMEDIATE RELEASE

James Hart Joins Kentico as VP of Marketing

Nashua, New Hampshire, USA, October 04, 2012 – Kentico Software (www.kentico.com), the Web Content and Customer Experience Management vendor, has announced the appointment of James Hart as Vice President of Marketing reporting to the CEO. James Hart comes from AVG where he worked as the SVP of Global Marketing.

James Hart will be responsible for leading the marketing function at Kentico. As a member of the executive team, he will execute the overall marketing strategy to further accelerate Kentico's business growth and overall brand awareness.

"We are very excited to welcome James to the Kentico team. His extensive experience in marketing will greatly assist in raising the visibility of our enterprise-class Web content management solution," said Petr Palas, Kentico founder and CEO. "He will also help us take our marketing and communications to a new level as we grow with our clients and partners."

"Kentico is passionate about the work they do and I am delighted to be joining them as their VP of Marketing. As the first .NET CMS vendor that offers a complete CXM solution both on-premise and as a service in the cloud, they are visionary in both the products they create and the business models they follow. I look forward to working with Petr and the management team in taking Kentico to the next growth level and beyond," said James Hart, VP of Marketing at Kentico Software.

James will be based in Brno. He has over 20 years' experience in the high technology sector. His previous role was at AVG in Prague, where he led the global marketing function and established the company as the disruptive thought leader in their industry sector. This was during, and through, AVG's successful initial public offering. Prior to AVG, James held marketing leadership roles at RIM EMEA and T-Mobile UK. He holds an MA in International Marketing from Brunel University London and is a founding mentor of the Marketing Academy in the UK.

About Kentico CMS

Kentico CMS is an enterprise Web [Content Management System](#) and **Customer Experience Management System** that provides a complete set of features for building websites, [intranets](#), community sites and [e-commerce solutions](#) on the Microsoft ASP.NET platform on premise or in the cloud. It supports mobile websites, SEO, document management, **online marketing tools**, multilingual websites, multisite management and it ships with 70 modules, 400 configurable Web parts and source code available.

Kentico CMS customers can expect a highly **flexible** platform with a uniquely **easy-to-use** user interface. It's currently used by more than 15,000 websites in 87 countries. The clients include Microsoft, Guinness, Chiquita, Vodafone, O2, Orange, Brussels Airlines, Mazda, Ford, Subaru, Isuzu, Samsung, Gibson, ESPN, DKNY, Abbott Labs, Medibank, Ireland.ie and others.

About Kentico Software

Kentico Software (www.kentico.com) helps clients create successful dynamic websites, **intranets**, community sites and **e-commerce solutions** using Kentico CMS for ASP.NET. It's committed to deliver a full-featured, enterprise-class, stable and scalable Web Content Management solution on the Microsoft .NET platform. Founded in 2004, Kentico is headquartered in the Czech Republic and has offices in the United States (Nashua, NH and Seattle, WA), United Kingdom (Reading) and Sydney (Australia). Since its inception, Kentico has continued to rapidly expand the Kentico CMS user base worldwide. Its partner network consists of 1,200 partners in 80+ countries. Kentico Software is a **Microsoft Gold Certified Partner**. In 2010, Kentico was named the fastest growing technology company in the Czech Republic in the **Deloitte Technology FAST 50 awards**. In 2012, Kentico Software was named global Microsoft Partner of the Year Finalist in the ISV/Software Solutions Industry category.