

Media Contact:

Tom Gordon

860-526-8894

tgordon@vuelogic.com



VueLogic Names Lorne Phelps Key Sales Post

Lorne Phelps Will Head Company's North American Sales Operations

ATLANTA – April 25, 2011 – VueLogic LLC announces the addition on Lorne Phelps to its team. [VueLogic LLC](#), is a cloud based CRM analytics solution funded by the National Science Foundation.

As a seasoned Sales professional with over 12 years experience in the emerging technology space, Phelps has successfully developed revenue generating territories and new business, launched new products to market, and exceeded million dollar plus quotas. Phelps last position was at Fox Technologies in Mountain View, CA where he was the top sales performer since joining in 2008. Fox is an enterprise access management company that centrally enforces access control as well as provides the ability to provision, administer, authenticate, authorize, and audit user access across mixed network environments. Prior to Fox, Phelps was the leading sales executive at Severgraph, Topio and Vintela/Quest Software.

“We are extremely fortunate to have someone of Lorne’s reputation and abilities join our organization,” said VueLogic CEO Tom Gordon. “We are in an exciting period of growth and his experience will further enable us to explore previously untapped markets where our technology will be of significant value in helping to capture, analyze and optimize customer behavior for improved revenue performance.”

Phelps will lead VueLogic’s North American sales, where he will have responsibility for direct, referral and OEM sales. Phelps will be based in the New York-Boston corridor where VueLogic has established a significant client base.

About VueLogic

VueLogic[®] - Powering Customer Intelligence

VueLogic is a cloud based CRM analytics solution. We enable you to understand prior customer behavior and predict the outcome of future interactions (monetary and non-monetary), across channels, in a confidential and secure environment to maximize revenue from your existing customers. For more information visit www.vuelogic.com.

#