

Press Release - 8.5.08

Visible Technologies Names Bill Baker as Chief Technology Officer

Microsoft Business Intelligence Visionary Brings Unprecedented Technology Leadership to Social Media Management Innovator

SEATTLE, WA – [Visible Technologies](#), an industry leading provider of social media monitoring and engagement solutions, today announced the appointment of Bill Baker as Chief Technology Officer. In the position, commencing September 2008, Bill will be responsible for managing all aspects of Visible Technologies' technology development to further the success of the company's comprehensive social media management platform, TruCast®.

Prior to joining Visible Technologies, Bill spent twelve years at Microsoft where he directed the company's SQL Server Business Intelligent Unit and was general manager of Business Intelligence (BI) applications for the Microsoft Office Business Platform. Bill's deep expertise and work leading teams to design and develop Microsoft solutions resulted in his recognition as one of only 36 worldwide [Microsoft Distinguished Engineers](#), an acknowledgement bestowed by the company to technical contributors whose high level of performance, technical vision, expertise and world-class leadership are instrumental in developing and driving products and standards for Microsoft and the technology industry into the future.

"Bill has been an integral part of Microsoft's Business Intelligent team, having guided development for SQL Server, PerformancePoint Server and most recently Master Data Management," said Kurt DelBene, senior vice president, Microsoft's Office Business Platform, Microsoft. "Bill has been instrumental in growing our thriving core business and we will miss him and his contributions. However, we are pleased he will have the opportunity help Visible Technologies advance their leadership position as Microsoft has benefited greatly from his passion and now Visible Technologies will have the opportunity to benefit as well. We wish Bill all the best in this new endeavor."

"Visible Technologies' comprehensive social media management solutions deliver actionable business intelligence to brands that facilitate successful social media engagements and I'm excited to join an organization at the forefront of an increasingly pivotal industry," said Bill Baker, chief technology officer, Visible Technologies. "I look forward to playing an integral role in Visible Technologies' strategy and development as it leads the dialogue around the need for social media monitoring, measurement and engagement."

Bill's career includes more than 29 years of experience in enterprise computing and data warehousing product development at Oracle/IRI Software, Softbridge Microsystems and Interactive Data Corporation. Bill holds a Bachelor of Science degree in electrical engineering from the Massachusetts Institute of Technology and is an industry-recognized authority on Business Intelligence who frequently spoke and wrote about BI on behalf of Microsoft.

Visible Technologies provides brands, including Microsoft, Panasonic and Hormel, the ability to bolster brand reputation, build revenue and measure the success of social media engagement. The company's [TruCast®2.0](#) social media monitoring and engagement platform launched in May 2008.

"With the addition of Bill Baker, Visible Technologies can further build on its leadership position and continue to transform how companies engage with online communities and how they measure the results of those engagements," said Adam Selig, CEO of Visible Technologies. "Bill's extensive industry and technology experience and rich business intelligence background will be a tremendous asset to our organization, as well as the clients and partners we serve."