

StrataFusion Announces Mark Tonnesen, Former Electronic Arts CIO, to Expand CIO/CTO Practice

San Francisco, November 5, 2013: StrataFusion, one of the premier business consulting and technology services firms, announced today that Mark Tonnesen has joined as a Partner. In this role, Mark will report to CEO Ken Crafford and expand the CIO/CTO Practice to focus on improving the overall effectiveness of their Sales and New Product organizations. Before joining StrataFusion, Mark most recently served as CIO of Electronic Arts (EA) where he supported the company transition from a packaged goods gaming company to an online and mobile gaming platform company with revenues in excess of \$1.5B. Prior to EA during his 4 years as CIO at McAfee, Mark's leadership in IT was instrumental in supporting the company's growth into many new markets while building a world-class team. Mark's leadership of McAfee's consumer AV infrastructure helped growth this business to over \$1B in revenue.

"Mark brings a wealth of business, sales, and CIO experience to StrataFusion," said Ken Crafford, StrataFusion's Chief Executive Officer. "The technology industry is going through a major transformation today and we are pleased to have Mark lead our expanded CIO/CTO consulting practice that will assist our clients in taking advantage of cloud, mobile, social, and big data technology to accelerate their business. StrataFusion has a long track record of delivering value-added services to our clients and we are excited about these new service offerings."

"StrataFusion's partners have a strong reputation, deliver high quality advisory services and each are uniquely positioned to drive client value," said Tonnesen. "I am excited about the opportunity to bring my expertise and experience to assist our clients in these new practice areas." For more information about StrataFusion's Sales and New Product consulting practices, please visit <http://www.stratafusion.com/our-practice-areas/>.

About StrataFusion: StrataFusion is a boutique management consulting and technology services firm providing high-end technology consulting and "CIO/CTO for Hire" services. StrataFusion has a unique model of CIO experts and Executive operational advisors that help top management solve their most challenging business problems. StrataFusion's Partners, Principals, and management consultants have combined empirical data, industry best practices, and analytical models to create a competitive advantage for our Fortune 500 and mid-market clients. Our proprietary methodologies and tools have been refined to help organizations reduce project complexities and accelerate investment returns.