



## Noetix Management Team

### Morris Beton President & Chief Executive Officer

Morris Beton brings more than twenty years of experience managing leading technology vendors to Noetix. As chief executive officer, Morris is responsible for the strategic direction of Noetix and the successful execution of the company's goals and objectives.

Prior to joining Noetix, Morris was senior vice president of business development for BEA Systems, responsible for worldwide alliance strategy and execution. He spent over seven years at Microsoft, where he was most recently vice president of consulting services for the US. Prior to Microsoft, Morris was vice president of development for Attachmate. He started his career with IBM, where he spent sixteen years and was most recently business unit executive for the Northwest. Morris is a graduate of the University of Washington, received a President's Fellowship from Columbia University where he holds a master's degree, and is an MBA drop out of the New York University Stern School of Business.

### Doug Moore Chief Financial Officer

With over twenty years of financial leadership, Doug Moore is responsible for the overall financial health of Noetix as well as collaborating with the executive leadership team on product strategy, market positioning, and M&A.

Prior to joining Noetix, Doug served as chief financial officer for Highwire, Inc., held various financial management positions with Simpson Investment Company, and started his finance career with KPMG. Doug holds a bachelor's degree in accounting from Western Washington University and is a member of the Financial Executives Institute and the Washington State Society of Certified Public Accountants.

### Julia Dane General Manager, North America Sales

Julia joined Noetix in 2003. She has more than twenty years of industry experience in enterprise applications and business intelligence. As General Manager of North America sales, Julia is responsible for driving the growth of the Noetix suite of products and services in North America.

Prior to joining Noetix, Julia worked in direct sales and sales management positions at Oracle, Portal Software, and Automatic Data Processing (ADP). She has actively participated in several Oracle and industry user groups throughout her career. Julia holds a bachelor's degree in business administration from the University of North Texas and is currently pursuing an MBA at the SMU Cox School of Business.



**Joe Pesce**  
**General Manager, East Region & Federal Sales**

Joe Pesce joined Noetix in 2001. He brings more than 27 years of IT industry experience to Noetix with sixteen years of selling ERP Applications and BI solutions. He has built the Federal practice within the company and manages a team in the East for both strategic and geographic accounts.

Prior to Noetix, Joe spent five years at Oracle Corporation as an Account Manager for a Utilities vertical. Joe is a graduate of the University of Delaware with a degree in Financial Management, and secondary studies in Computer Science. Joe also achieved an MBA from Wilmington University in 1993.

**Pat Roche**  
**Vice President, Engineering Applications**

Pat Roche has been with Noetix for eleven years and brings over twenty years of software development and management experience. As vice president of engineering applications, Pat is responsible for the complete product development lifecycle for NoetixViews, NoetixAnswers, and Noetix Analytics. To assure these products meet customer needs, Pat spends significant time working with globally renowned companies.

Prior to joining Noetix, Pat managed the development of a tablet computer interface, personalized web portal, ISP, and supporting infrastructure as vice president of technology for ePods, Inc. Previously, Pat was the information technology manager responsible for business applications at Aris Corporation, a global professional IT services, training, and software company. During six previous years as a consultant for Aris, Pat implemented more than a dozen mission-critical custom applications in logistics, projects, accounting, manufacturing, and data warehousing for such reputable companies as Weyerhaeuser, Boeing, Starbucks, Quality Food Centers, and Quebecor Integrated Media. His technology career began as a developer and systems analyst at Boeing and US West Cellular. Pat received a bachelor's degree in computer science with honors from Montana Tech, University of Montana.

**Daryl Orts**  
**Vice President, Engineering Technologies**

As vice president of engineering technologies, Daryl Orts is responsible for managing the growth and development of the Noetix Platform, Noetix Generators, Noetix Search, Noetix MetaBuilder, and Noetix Dashboard. Daryl brings more than fifteen years of technology leadership experience to Noetix.

Prior to joining Noetix, Daryl was vice president of Applications R&D for Onyx Software as well as vice president of engineering for Luminous Corporation. Earlier in his career, Daryl held software management and development positions at Adobe Systems, Frame Technology, and IBM. Daryl received a bachelor's degree in computer engineering from Case Western Reserve University. Daryl has been president of the Board of Directors for SecondStory Repertory Theatre in Redmond, Washington and was a member of the Board of Directors for the Washington Academy of Performing Arts for five years.



Jan Gomez  
Vice President, Professional Services

As vice president of professional services, Jan Gomez leads a team responsible for ensuring customer satisfaction with the implementation and usage of Noetix products as well as the development of enterprise-wide business intelligence solutions for our customers. The Professional Services team includes the consulting, support, and training organizations.

Jan brings over twenty-five years of technology and leadership experience to Noetix. In addition to her tenure with Noetix since 2001 as vice president of professional services, previous positions include worldwide vice president of professional services for Access360, as well as vice president of consulting for the Oracle Practice of Aris Corporation, responsible for \$40M of annual revenue and over 200 consultants reporting through her organization. Her background includes many years of managing different aspects of both training and consulting organizations, as well as project management and technical development for Weyerhaeuser. Jan attended Central Washington University with a double major in accounting and computer science.