

**FOR IMMEDIATE RELEASE**

## **James Norwood Named as Chief Marketing Officer of KANA**

### ***Business Software Veteran Brings Over 20 Years Marketing Experience***

**Sunnyvale, Calif. June 23, 2011** -- KANA Software, Inc., a world leader in software solutions for [Service Experience Management](#) (SEM), today announced that industry veteran James Norwood has joined KANA as Senior Vice President and Chief Marketing Officer. Norwood will be responsible for the development and successful execution of an all-encompassing global market strategy, including positioning, branding, demand generation, public and analyst relations, product and industry marketing, and will report directly to KANA Chairman, President and CEO Mark Duffell.

“With more than 20 years industry experience and proven success in business software sales, marketing, and product marketing, James brings tremendous vision, creativity, energy and leadership to KANA,” said Duffell.

“KANA is well positioned as a category leader in the rapidly emerging and increasingly essential customer experience management space,” said Norwood. “I’m excited to be joining the talented team at KANA, and in particular, a close partnership with KANA CTO Mark Angel, whose vision for and delivery of the ground-breaking KANA SEM platform, as well as the importance of disruptive technologies like mobile and the [cloud](#) to the customer service process align closely with my own. I look forward to working with the leadership team to continue delivering valuable benefits for customers, and in support of the company’s next phase of growth.”

Norwood has a proven track record in strategic marketing contributing to significant demand and revenue growth, evident from his most recent role as senior vice president, worldwide product marketing at [Epicor Software Corporation](#) where he was instrumental in the positioning and go-to-market launch of Epicor’s next-generation enterprise resource planning (ERP) solution, based on a modern and enabling service-oriented architecture (SOA). At Epicor, Norwood helped the company grow from \$50 million to \$440 million, was also responsible for

customer relationship management (CRM) and Enterprise 2.0 strategies, and was behind the initial launch of Epicor's professional services automation and information technology service management (ITSM) initiatives. Norwood studied Systems Analysis and Computer Science at the University of Westminster, England.

### **About KANA Software**

KANA makes every customer experience a good experience. As the leader in Service Experience Management (SEM), KANA gives managers total control over the customer service process, so they can take care of their brand while taking care of their customers. By unifying and adapting customer journeys across the contact center, web site and social community, KANA's solutions have reduced handling time, increased resolution rates and improved Net Promoter Score (NPS) at more than 600 enterprises, including half of the Global 100 and more than 200 government agencies. KANA is based in Silicon Valley and has office worldwide. For more information, visit [www.kana.com](http://www.kana.com)

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