



FOR IMMEDIATE RELEASE

### **Mark Angel Named Executive Vice President, Chief Technology Officer for KANA Software, Inc.**

*Brings over 20 years of Management and Search Technology Development Experience, Including  
More Than Four Years with KANA*

**Sunnyvale, Calif. May 23, 2011** -- KANA Software, Inc., a world leader in software solutions for [Service Experience Management](#) (SEM), today announced that it has appointed Mark Angel as the Company's Executive Vice President and Chief Technology Officer. Angel has more than 20 years of management experience in the areas of customer service software, [knowledge management](#), and search technology, and has spent his career developing innovative software and formulating strategy for leading technology companies. He has been with KANA for more than 4 years in the role of Senior Vice President and Chief Technology Officer. Angel, whose promotion is effective immediately, will continue to report to KANA Chairman, President and CEO, [Mark Duffell](#).

Duffell commented, "Mark has been instrumental in the initial completion and subsequent successes of our SEM product. This promotion is in recognition of his strategic value and his contributions to the organization during his tenure and is well deserved. I am confident that Mark's proven leadership and deep company experience will continue to help increase the value of our products and benefit the organization as a whole."

"KANA has been instrumental in creating the emerging customer experience management category," said Angel, "and our SEM platform is the first to give enterprise managers total control over the end-to-end service experience. This is a company delivering solutions that finally enable customer service to fulfill the brand promise of great enterprises, and I'm privileged to have this new opportunity to work with KANA's amazing customers and talented team."

In his role as Senior Vice President and Chief Technology Officer, Angel has worked with KANA's world-class engineering team to conceptualize and build the company's next-generation customer service technology.

Prior to KANA, Angel served as CTO of KNOVA Software Inc., now a division of Consona Corporation. Prior to KNOVA, Mark founded Kanisa, where he served as CEO. Mark studied economics at the University of Chicago and was a recipient of the Truman Scholarship.

### **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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Contact:       Vikas Nehru  
                  KANA Software, Inc.  
                  +1-650-330-8645  
                  [vnehu@kana.com](mailto:vnehu@kana.com)