

# NEWS RELEASE



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## **NetNumber Expands Leadership Team**

*Adds First CMO and VP of Corporate Development Positions*

LOWELL, Mass. — November 18, 2013 — NetNumber announced today it has expanded its senior leadership team by hiring two seasoned executives, the company's first chief marketing officer and vice president of corporate development positions.

“In response to global customer momentum, NetNumber has deepened its investment in leadership with the appointment of these two critical positions,” said Brad Boston, NetNumber CEO. “We strive to deliver innovative technology solutions that solve some of the most pressing problems carriers face today in their networks. The additional leadership bench strength enables NetNumber to expand and improve upon how we engage with our customers and partners in support of this mission.”

*Kim Gibbons, Chief Marketing Officer* — Global marketing veteran Kim Gibbons has joined NetNumber as chief marketing officer. Gibbons brings more than fifteen years of experience building and leading global marketing teams and award-winning marketing programs. She has the proven ability to deliver creative and effective communication strategies across the marketing mix, including executive communications, social media, message development, media and analyst relations, brand management, internal and marketing communications, events, channel and partner marketing, and issues management. Gibbons has honed her experience during years of national and international marketing and PR work for some of the greatest global companies, including Cisco, Intel and Apple, as well as full-service marketing and PR firms.

As the first chief marketing officer for NetNumber, Kim Gibbons is tasked with leading the company's strategic marketing initiatives and building the company's leadership position. She is responsible for all marketing functions, from defining the company's go-to-market strategy to marketing communications, demand generation and product marketing. Gibbons will report to Brad Boston, NetNumber CEO.

Prior to joining NetNumber, Kim Gibbons led a global team of communication professionals in support of Cisco's Engineering organization. In this role, she was responsible for shaping the business strategy and driving relevance of Cisco's technology strategy through messaging and communications.

*Steve Legge, Vice President of Corporate Development* — Steve Legge has held senior executive management and technical positions in the broadcast, telecoms and satellite industries in the United States and Australia for more than 20 years.

As vice president of corporate development at NetNumber, Legge will lead the company's global partner strategies and reseller programs. Legge is responsible for developing and executing strategic business relationships with partners and resellers, including the associated go-to-market initiatives. Legge also will report to Brad Boston.

Prior to joining NetNumber, Legge was vice president of Telecom and Space Systems for VT iDirect, Inc., a Virginia-based satellite network equipment manufacturer. Previously, he was manager of Global Business Development for the Satellite Solutions group at Cisco, based in Research Triangle Park, North Carolina.

Before relocating to the United States in 2008, Steve was the co-founder and chief operating officer of SP Telecommunications, a national voice and broadband carrier in Australia. Under his leadership, the company became the third largest carrier in the Australian market. SP Telecommunications also was the first national IP-based carrier delivering both IP-VPN and IP-based PSTN voice services to enterprise, government and consumer customers.

### **About NetNumber**

NetNumber, Inc. provides the Centralized Signaling, Routing and Database Services Platform for faster service delivery and simpler network deployment and operation to wireless and wireline telecommunications operators around the globe. Visit [www.netnumber.com](http://www.netnumber.com) for more information. Connect with us on Twitter and LinkedIn.

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