



Media Contact:	
Brenda Christensen	
818.307.9942	
brenda@nimble.com	
@brendachrist	
Skype: brenda-christensen	

FOR IMMEDIATE RELEASE

Salesforce Director of Mobile Products Jason McDowall Joins Nimble

Former Director of Product, Mobile for Salesforce.com to Lead Expansion of Nimble Product Strategy

Santa Monica, CA – Jan. 23, 2012 – Nimble, the award-winning social business platform, today announced that Jason McDowall, a recognized expert in mobile software development, has joined the Nimble team as Director of Product. Formerly Director of Product Management, Mobile for Salesforce.com, McDowall will lead the expansion of the Nimble platform and its mobile strategy.

McDowall brings a depth of experience in enterprise software development to his role at Nimble, including five years in Software as a Service (SaaS) and seven years in mobile product management and strategy. Most recently, McDowall led the product development for the award-winning Chatter Mobile, which was selected by Apple as a top business app of 2011.

"While Jason will have broad responsibility for product at Nimble, one of the first initiatives will be to deliver Nimble Mobile," said Gilles Marchand, Co-founder & VP, Product of Nimble. "Our customers are busy building their businesses, and to do so they need access to the power of Nimble whenever and wherever they are. This is why we are excited to announce our commitment to delivering the best of what Nimble offers to the most popular phones and tablets."

"2012 will see a dramatic expansion of business change that is being driven by the social customer, empowered employees, and a convergence of new technical capabilities," said Michael Fauscette, group vice president of Software Business Solutions, IDC. "Cloud and mobile are two of the key technologies enabling businesses to respond to this change, and Nimble's flexible mobile initiative to extend their current cloud-based social business platform gives the solution a well rounded and complete mobile offering. With global expansion and a key hire from Salesforce.com, Nimble is well positioned to help companies cope with this new, dynamic business environment."

"In the debate between the delightful and fully native experiences offered by companies like Path, and the purely web-based solutions from companies like the Financial Times, we need to balance the needs and expectations of our customers with the speed of implementation," said McDowall. "We are inspired by the mobile offering from LinkedIn, which is a beautiful blend of great user experience with native and web technologies. At Nimble we seek to provide the most compelling mobile CRM by leveraging a similar mix of technologies. We are committed to providing the best mobile, social CRM solution for small business."

More on Jason in his own words on our blog [here](#).

- more -

Nimble has garnered numerous industry awards including the “DEMO GOD” award, *PC Magazine's* [Editors' Choice Award](#), Gartner Cool Vendor recognition for the Social Software & Collaboration category, and has been named a “Company to Watch” on Paul Greenberg's “[2011 CRM Watch List](#)” & “2012 CRM Watch List” published by ZDNet. The company also has been a [Finalist](#) for Red Herring's Top 100 Global award.

Nimble's Vision – Life Is Social, Business Is Social

Nimble, created by CRM visionary and GoldMine co-founder Jon Ferrara, is the only solution that empowers small businesses in today's socially connected world to collaborate more efficiently, and to listen and engage with their community to attract and retain the right customers. According to Gartner, the Social CRM market will exceed \$1 billion worldwide by 2013, and small businesses especially are looking for ways to optimize social networking for their business needs. Nimble's core vision is that not only is life social, but business is social.

“The tools we use for connections and interactions with business and friends and the way we communicate are at a crossroads,” Ferrara said. “Nimble is a revolution and an evolution in the way we do business, by empowering businesses to engage, nurture and grow customers and companies in the social customer age.”

Nimble is establishing itself as a leading Social Relationship Manager by:

- Bringing Social Relationship Management and Collaboration to an entire company
- Extending Nimble's Social Business platform with Sales and Marketing functionality
- Delivering on a Social Business strategy with true competitive business advantages

About Nimble

Since its initial launch, Nimble has quickly established itself as a leading Social Relationship Manager. Publications around the world have recognized Nimble as a revolutionary Social Business solution. The platform was awarded *PC Magazine* “[Editors' Choice](#)” as well as the coveted “[DEMO God](#)” award from a field of hundreds of start-up contenders. It has also been recognized by leading analyst firm, Gartner, as a “Cool Vendor” for Social Software and Collaboration and placed on “[The CRM Watchlist 2011](#)” by Social CRM expert and best-selling author, Paul Greenberg.

Nimble was founded in 2009 to help small businesses transform their communities into business opportunities. Nimble opens a whole new channel for businesses to engage customers in a two-way dialogue, leveraging the power of traditional CRM and social media with its web-based social CRM platform. Located in Santa Monica, Nimble is in the heart of the Southern California tech community. Please join the conversation on Nimble's Facebook page at www.facebook.com/nimble, LinkedIn and on Twitter [@nimble](https://twitter.com/nimble).

About Jon Ferrara, CEO, Nimble

A social entrepreneur at heart, Jon Ferrara founded GoldMine Software in 1989 where he served as the executive vice president of the company until it was sold in 2000. GoldMine is one of the best selling CRM products that helped pioneer the entire Sales Force Automation (SFA) and Customer Relationship Management (CRM) market. During this time, Ferrara was awarded the Ernst and Young *Entrepreneur of the Year Award* while GoldMine was named *PC Magazine's Editor's Choice* in 1993 and again in 1995, 1996 and 1997.

After selling GoldMine and watching the immense rise in power social media was experiencing, Ferrara entered the start up world again when he noticed a distinct lack of any products that effectively combined Relationship Management, Social Listening and Engagement, and Collaboration with Sales and Marketing. In 2009, Jon founded Nimble to create an extensive Social Business platform to fill this gap.

###