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PROFITSWORD ANNOUNCES THE ADDITION OF FIVE KEY EXECUTIVES

Orlando, Florida – *November 15, 2010* – ProfitSword, LLC, an innovator in the development of integrated web-based business intelligence applications for hospitality, has experienced significant growth in the past two years. As a part of their strategic growth initiatives, ProfitSword has announced the addition of five key executives to the team. Tili Findley, President, says, “All five individuals are already making major contributions to the goals of the company and to our clients. As we continue to grow, these individuals will play a role in the development of our long term company structure while keeping to our vision of exceptional customer service and leading edge applications for hospitality.”

Mitch Youngerman, Vice President of System Implementations, joins ProfitSword after an extensive career of implementing business systems for hundreds of customers across the country. Mitch’s systems implementation experience spans over 26 years with companies such as IBM, KPMG Peat Marwick, ePartners, and his own firm, SBS Group. For the majority of the time, he was a Microsoft reseller, implementing and supporting accounting software including Microsoft Dynamics, Solomon, Great Plains, and MAS 90/200/500. Most recently, he was the Director of Business Systems for Hersha Hospitality, where he was Project Manager for the ProfitSage implementation as well as other hospitality related software systems. Mitch has a passion for baseball and has completed a tour of the country watching a game in every major league stadium.

Maureen Allen, Account Manager, joins ProfitSword after an extensive career in Hospitality (Operations) Management/ Customer Service. Maureen has 25-plus years of experience with companies such as Fine Hotels, Kessler Collection, Davidson Hotel Company, & Brookshire Hotels. Maureen has spent her career in hotel operations, specializing in Rooms Division operations, but she has experience in all hotel operations and accounting. Maureen spends her free time with her family and participates in school activities with her grandson Nathan.

Paul G. Bennie, Vice President of Account Management, comes to ProfitSword with 21 years of Hospitality experience. Paul’s experience and background in hotel operations extends to various hotel brands including Marriott, IHG, Choice Hotels, Hilton, and Best Western. Paul has operated hotels and worked in corporate leadership roles with several hotel management companies including Milestone Hospitality Management, Hersha Hospitality Management, and most recently was Senior Director of Operations Analysis for Noble Investment Group out of Atlanta where he played a key role in guiding and developing the use of their Business Intelligence (BI) systems and operational reporting. Paul attended Brigham Young University. He spends all of his free time with family in sporting, music, scouting, church, and outdoor activities.



Todd Chapuis, Senior Developer, has been a software developer for over 14 years and has achieved Microsoft certification. Working mostly by contract, Todd has developed enterprise level software for UPS, Citigroup, Arthur Andersen and many others. He has assumed numerous rolls as lead developer and project architect. Todd has a Computer Science degree from Clemson University.

Francis Ngugi, Account Manager, joins ProfitSword from Hersha Hospitality Management a leading independent hotel management company where he worked as a Corporate Operations Analyst and administrative support for the ProfitSage business intelligence application, among other responsibilities. Francis has an extensive background in financial accounting and business systems implementation. Prior to joining Hersha, he worked as an Accountant for both an insurance carrier and an insurance reseller and spent eight years working abroad for Lafarge, the world leader in building materials headquartered in Paris, France. At Lafarge in East Africa, Francis was a project team member for the implementation of SAP ERP system, developed a computer interface for online banking that helped streamline Accounts Payable. Francis is a Certified Public Accountant and is an associate member of the Pennsylvania Certified Public Accountants. He graduated with Honors from Penn State University where he earned a Bachelor of Science degree in Accounting. Outside of work, Francis volunteers his time as a mentor with the Big Brother Big Sister organization.

“We strive to find the best talent available who understand our goals as a company,” says Findley. “We look for individuals who are knowledgeable in hospitality operations and accounting and who have superb customer service skills. We are excited about our additions to the ProfitSword family and we are looking forward to the continued growth and prosperity of our clients!”

About ProfitSword

Founded in 2001 and now serving over 500 hotels world-wide, ProfitSword is an innovator in web-based business intelligence software for the hospitality industry. The ProfitSage software provides seamless integration of data and real-time information to enhance hotel managers’ decision-making process. ProfitSword is headquartered in Orlando, Florida. For additional information on the company and its products, contact Colin Findley at (407) 909-8822, or via email at colin@profitsword.com.

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