



Mr. Rowe is a 25 year veteran of the enterprise software industry with proven experience formulating, building and marketing technology solutions for both large international software firms and high-growth technology start-ups. Mr. Rowe has been a featured speaker at technology and marketing conferences, discussing current trends in enterprise software and technology marketing.

Mr. Rowe oversees all global marketing for Rimini Street as Executive Vice President. In this role, Mr. Rowe leads the product and go-to-market strategy for Rimini Street's offerings, as well as all aspects of execution, including lead generation, demand generation and marketing communications worldwide. In 2011, the CMO Institute named Mr. Rowe as one of the Top Chief Marketing Officers of 2010. Before joining Rimini Street, Mr. Rowe was vice president of marketing and product management for Perfect Commerce, Inc., the leading provider of on-demand supplier relationship management solutions. During his tenure at Perfect Commerce, Mr. Rowe significantly grew the lead and prospect pipeline, improved product packaging and pricing models, established Perfect as the most credible solution in the industry, and implemented a product planning methodology linking company vision with product strategy and development processes.

Previously, Mr. Rowe held other senior management positions in the enterprise software industry, including several senior management roles with PeopleSoft, Inc. Most recently, Mr. Rowe was director of strategic marketing, responsible for the strategy and business development for PeopleSoft's eBusiness solutions division. Prior to his role with the eBusiness solutions division, Mr. Rowe was director of industry product marketing and strategy, and manager of supply chain product marketing and strategy.

Earlier in his career, Mr. Rowe spent several years with Andersen Consulting (now Accenture), where he concluded his tenure serving as senior manager directing custom system development, packaged system implementations, and business process reengineering projects.

Mr. Rowe holds a Bachelor of Science degree in engineering from Harvey Mudd College.

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ABOUT RIMINI STREET, INC.

Rimini Street is the leading independent provider of enterprise software support services. The company is redefining enterprise support services with an innovative, award-winning program that enables Oracle and SAP licensees to save up to 90 percent on total support costs over a decade, including saving 50 percent on their annual support fees. Clients can remain on their current software release without any required upgrades or migrations for at least 15 years after switching to Rimini Street. Hundreds of clients, including global, Fortune 500, midmarket, and public sector organizations from across a broad range of industries have selected Rimini Street as their trusted, independent support provider.

