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Paradigm Names Dave Rhodes as Executive Vice President of Sales, Services and Marketing

Rhodes will leverage over 15 years of experience in sales leadership to further increase the company's market share

(HOUSTON: March 31, 2014) Paradigm® (www.pdgm.com) today announced the appointment of Dave Rhodes to the position of Executive Vice President of Sales, Services and Marketing. In this role, Rhodes will be responsible for developing, implementing and executing the company's worldwide sales growth strategies, as well as its services and marketing operations. Rhodes will be based in Houston.



"I am pleased to welcome Dave to the Paradigm leadership team," said Arshad Matin, president and CEO at Paradigm. "Dave is a strategic sales leader with a proven track record of successfully building customer-focused sales, services and marketing operations. I am confident that his experience and track record will help move Paradigm to the next level."

"I am excited to join Paradigm at this pivotal time," said Rhodes. "While the company's software sales performance has been strong, I look forward to using my sales leadership experience to further advance its level of global performance, profitability and growth"

Prior to joining Paradigm, Rhodes held various sales leadership positions at companies such as Autodesk, Mentor Graphics and Trilogy. Most recently at Autodesk, Rhodes served as Vice President of The Americas and Worldwide Leader for its Engineering, Natural Resources and Infrastructure segment.

Rhodes holds an MBA in Marketing and Finance from the University of San Diego and a Bachelor of Science degree in Computer Science from the University of California at San Diego.

For more information on Paradigm products and services, visit www.pdgm.com or email info@pdgm.com.

About Paradigm®

Paradigm (www.pdgm.com) is the largest independent developer of software-enabled solutions to the global oil and gas industry. Paradigm easy-to-use technology and workflows provide customers with deeper insight into the subsurface by combining leading-edge science, high-performance desktop and cluster computing, and scalable data management, delivering highly accurate results and productivity without compromise.

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