



Bridge Software Secures \$200k Investment Adds Former U.S. Ambassador To Board

Bridge Software closes first major investment and expands its Board with the addition of former U.S. Ambassador to Mexico James Jones.

ST. LOUIS, MO, USA, August 25, 2013 /EINPresswire.com/ -- St. Louis Based Bridge Software Gets Off the Ground

Completes First Capital Raise and Adds Former Ambassador to Its Board

St. Louis, Missouri August 20, 2013: Technology start-up Bridge Software LLC (Bridge), a St. Louis based provider of [construction management software](#), recently closed its first major investment. Geoffrey G. Jones of New York, New York provided a \$200,000 equity investment and joined the company as Executive Vice President of Marketing and Finance. In addition, Bridge expanded its Board of Directors to four members with the addition of former U.S. Ambassador to Mexico James R. Jones.

"We are very excited to have received this [key round of financing](#)," said Mike Braun, Founder and CEO of Bridge. "This capital will allow us to market our product and expand our staff. We plan to add two more programmers to our team bringing our operating staff to seven from just one in January. I am equally excited about adding Geoffrey and Ambassador Jones to the Bridge team. Geoffrey's background compliments my own and will allow me to focus on product and customer development while he takes on responsibility for marketing and finance. In addition, Ambassador Jones' experience on the boards of companies both large and small will allow him to offer valuable advice as Bridge expands in the coming years."

Geoffrey G. Jones comes to Bridge from GardCap Advisory Services, a firm he created to offer financial and strategic advice to entrepreneurs and small businesses. Prior to that, he worked at Baron Capital as a Vice President and Senior Research Analyst where he oversaw investments in the media and energy sectors. Geoffrey began his career at Donaldson, Lufkin & Jenrette where he rose to become a Vice President and the senior equity research analyst covering the broadcasting sector. He earned his undergraduate and MBA degrees from Stanford University.

"I am thrilled to join Mike and his team at Bridge Software," said Mr. Jones. "While I had a great 15 year career as a Wall Street analyst, I have known for some time that I wanted to sit on the other side of the table helping to build something from the ground up. I also knew that I would

only do so with the right partner offering a quality product to a large market. I believe I have found all three of these requirements in Bridge, and I look forward to helping Mike capitalize on his vision and grow the company.”

Ambassador James R. Jones brings with him to the Board of Directors a lengthy resume and a wealth of both public and private experience. His public career includes roles as the youngest White House Chief of Staff at age 28 for President Lyndon B. Johnson, 7 terms in the U.S. Congress representing the 1st District of Oklahoma (including 4 years as Chairman of the House Budget Committee) and 4 years as the U.S. Ambassador to Mexico under President William J. Clinton. In the private sector, Ambassador Jones has served as the Chairman and CEO of the American Stock Exchange and President of Warnaco International. He is currently Chairman and CEO of ManattJones Global Strategies where he provides advice on international trade, investment and commerce, business-government relations and financial services with a focus on Latin America, Asia and the Middle East. Ambassador Jones currently serves as Chairman of the Board of GlobeRanger, a RFID software company, and as a Director of San Luis Rassini, a Mexican auto parts supplier. In addition, he has served on numerous other boards including Anheuser-Busch, Kansas City Southern, Equitable Life Assurance and KeySpan Energy. Ambassador Jones is the father of Geoffrey G. Jones.

“I am pleased to join the board of Bridge Software,” said Ambassador Jones. “I have moved around quite a bit in my career and lived through many construction projects where I have seen first hand the need for better coordination to make the process more efficient. Mike has a unique understanding of the contracting business and is charting Bridge to address a clear opportunity. As a member of the board, I will offer my experience to help the company grow in a manageable way and avoid the pitfalls that befall many small businesses.”

About the Company

Bridge Software LLC was formed in January 2013 to provide project management solutions to the construction and remodeling industry. In May, Bridge released its first product, Stagistics (www.stagistics.com), in beta mode to a small group of contractors and suppliers. Bridge is currently receiving, analyzing and addressing feedback from its initial test customers with a plan to roll out to a larger group of contractors and suppliers in the coming months.

[Construction management](#) is very complicated and the fragmented nature of the industry doesn't help. To finish even a small project, a contractor may have to involve his or her sales team, back office administrative staff, 2 or 3 sub-contractors, a building materials supplier and possibly a materials manufacturer. Without a system in place to share information and view each stage of the project, contractors spend most of the day putting out fires and calling each partner to find out where they are with the project instead of growing their business. Stagistics makes the coordination and logistical hurdles of a construction project simple. By integrating with suppliers and providing real time information to everyone involved on one platform, Stagistics will change the way the construction industry works.

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