

# SaaS Expert Bruce Reading Joins Pica9 Board of Directors

*Pica9 has announced that Bruce Reading, experienced Software as a Service executive and investor, has joined its Board of Directors.*

NEW YORK, NY, UNITED STATES, May 3, 2016 /EINPresswire.com/ -- Pica9, Inc., provider of the leading Software as a Service (SaaS) local marketing automation platform, CampaignDrive, announced today that [Bruce Reading, President and CEO of VoltDB](#), has joined its Board of Directors. Mr. Reading brings nearly 30 years of broad business experience to the Pica9 board of directors through his previous roles in sales, marketing, operations, and mergers and acquisitions at a number of successful technology companies. As President and CEO of VoltDB, a big-data SaaS company, Bruce has driven the growth of VoltDB's revenues more than 5-fold since assuming the helm in 2012.

Bruce plans to apply his proven expertise and substantial experience in managing and growing SaaS businesses to Pica9 as a director.



Bruce Reading brings a wealth of SaaS experience to the Pica9 Board of Directors

Before joining VoltDB, Bruce was senior vice president and general manager for Compuware Corporation (formerly NASDAQ:CPWR). Prior to Compuware, he spent six years as President, Chief Operating Officer, and Senior Vice President at Gomez, Inc. where he grew SaaS revenues from \$3 million to \$67 million in 6 years before selling the company for approximately \$300 million. Previously, Bruce served in senior management capacities at Access International, Cayman Systems, and Dictaphone Corporation. A native Canadian, Bruce maintains an active role in the startup community as a seed investor and is a board member to

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We're excited to leverage Bruce's ideas and insights as we continue our triple-digit growth in SaaS subscription revenues.”

*Kevin Groome, Pica9 CEO*

several early stage companies.

"We're honored to welcome a business leader of Bruce's stature to the Pica9 Board," said Kevin Groome, Pica9 CEO, "and we're excited to leverage his ideas and insights as we continue our triple-digit growth in SaaS subscription revenues."

[About Pica9, Inc.](#)

Pica9 is the leading provider of [cloud-based local marketing automation platforms for multi-location brands](#). The company's SaaS product, CampaignDrive, serves more than 150 brands and supports more than 300,000 distributed marketers who depend on those brands for marketing and branding resources. The platform enables these local marketers (franchisees, dealers, salespeople, etc.) to customize advertising and marketing materials in compliance with brand standards. The platform enables the rapid and inexpensive execution of local marketing materials across all media types including print, landing pages, web banners, social media, email, direct mail, and more. In doing so, the platform ensures both access to marketing resources via its digital asset management system and compliance with complex brand voice rules and approvals.

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