



FOR IMMEDIATE RELEASE

TrueFit Names New Director of Operations, Adds Seven to Delivery Arm

Additional talent solidifies delivery capacity in relation to 2011 growth and customer satisfaction

PITTSBURGH, November 30, 2011— TrueFit, a leading innovation firm which helps entrepreneurial start-ups and large enterprises bring new product ideas to market, today announced a number of key hires across the organizations various practice units.

John Davis was named Director of Operations, bringing forward fifteen years of success in executing high-risk, high-profile software commercialization, technical operations and IT Transformation for organizations including FreeMarkets (Ariba), FedEx, ThermoFisher Scientific, BNY Mellon, and University of Pittsburgh Medical Center(UPMC).

In response to 2011 growth and with a focus on unwavering client experience and satisfaction, TrueFit also announced the hiring of seven new team members across Development, Engineering and Client Experience teams. New team members include Peter Bruns, Innovation Architect; Josh Gillespie, Software Engineer; Dominick DeStasio, Software Engineer; Guy Ben-Eliyahu, Support Consultant; Charlie Sevin, Senior Support Consultant; John Sacks, Software Engineer, and Jenny Liu, Concierge.

Commenting on the hires, TrueFit Founder and CEO Darrin Grove remarked, “We’re taking the opportunity to add strategic bandwidth to ensure an excellent client experience and commitment to Agile. John Davis brings forth the perfect blend of cultural fit with experience, and our new technical team members and client experience hires empower us to continue providing that experience and stay on our growth trajectory.”

John Davis remarked, “I’m excited to join the TrueFit team, and look forward to collaborating with our team and our clients to provide a seamless delivery experience. It’s my goal to strengthen TrueFit’s cross-organizational accountability and performance management, and thrill our clients.”

In discussing the hiring announcements, Christopher R. Evans, Vice President for TrueFit remarked, “As we wrap a year filled with exciting new client wins, deepening relationships at legacy clients, further maturation and refinement of our Idea Launch™ processes, these new team members reflect an across-the-board commitment to the TrueFit brand and client experience. We’re committed to providing an impeccable, collaborative experience at all touch-points, from initial contact with our firm, to developing multi-year, multi-phase commercial projects.”

TrueFit plans to add additional staff after the holidays in mobile application and web development.

About TrueFit

Enabling Innovation™. It's what we do. For the entrepreneur, and for the enterprise. Helping entrepreneurs, companies, and organizations bring new ideas to market--quickly.

From the raw idea on the back of a cocktail napkin, to an enterprise-level release ready for development, Smartphone, Web, Social Media and Commercial Software apps come to life through our proprietary Idea Launch™ methodology. Dialing up the value of your idea to get investment funding, or to gain executive approval. TrueFit helps you take a product idea from vision to reality. From the whiteboard to the marketplace.

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