



FOR IMMEDIATE RELEASE

**ITINVOLVE NAMES JOHN BALENA SVP, WORLDWIDE SALES & SERVICES**

***Balena brings proven enterprise sales leadership in early-stage, high-growth companies, most recently serving as GM of BMC Software's DevOps line of business.***

**HOUSTON, Aug. 20, 2013** - [ITinvolve](#) today announced the appointment of [John Balena](#) as Senior Vice President, Worldwide Sales and Services. Balena brings more than two decades of highly successful enterprise sales leadership at early-stage, high-growth technology companies, and will be responsible for rapidly driving revenue growth and ensuring customer success for ITinvolve solution implementations.

Balena most recently served as General Manager of BMC Software's DevOps line of business. Prior to BMC, John was Vice President of Sales and Services driving hyper revenue growth at Phurnace Software, resulting in their acquisition by BMC Software in 2010. At Phurnace, Balena grew sales from the ground floor to multiple millions during his first 12 months and by more than 350 percent the following year. Balena has also held senior sales leadership positions at Symantec, BindView, ComplyChain, Litton Integrated Systems, and IBM. He was also the co-founder of two other early-stage technology companies.

"ITinvolve fundamentally transforms IT to respond faster to the business and market; that really attracted me to the company," Balena said. "I look forward to joining such an experienced executive management team and to accelerating the adoption of ITinvolve's innovative [IT collaboration solutions](#)."

Balena, a former walk-on to the Penn State football team, earned his Bachelor of Science degree in Business Management from Penn State University and brings a relentless can-do approach to sales and customer satisfaction.

"John brings the proven enterprise sales leadership experience we were looking for to accelerate our transformation of the IT management software market. He is a sales leader who is tested and skilled at growing companies with strong products that resonate with executive decision makers," said ITinvolve CEO [Logan Wray](#). "We are excited to have a sales leader of John's caliber join the ITinvolve team."



## About ITinvolve

ITinvolve provides IT organizations with the analysis and collaboration necessary to understand the impact of changes and move faster in response to business needs. Our breakthrough approach enables IT to easily capture and share their collective knowledge in order to provide unprecedented visibility into IT environments, reduce risk from changes, speed application releases, and resolve issues. ITinvolve lowers the total cost of delivering great service and works with existing IT management solutions. Built on the secure and scalable Force.com platform, ITinvolve runs in the cloud and requires no hardware or software installation. Call 1-877-741-8944, visit [www.itinvolve.com](http://www.itinvolve.com) or follow on Twitter @ITinvolve .

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