



## Technology Industry Veteran David Booth Named CEO of BackOffice Associates®

South Harwich, Mass., August 3, 2011 – [BackOffice Associates, LLC](#), the leader in [data quality](#), [data governance](#) and [data migration](#) solutions for [SAP®](#), [Oracle®](#) and other ERP vendors, today announced that [David Booth](#) joined the company as President and CEO. Mr. Booth joins BackOffice Associates® following the growth equity investment by [GS Capital Partners](#) in May 2011.

Mr. Booth comes to BackOffice with an outstanding career including leadership roles at [CSC](#), [HP](#), [Compaq](#) and [DEC](#), where he has worked closely with all of the major software and services providers including SAP, Oracle and [IBM](#).

The founders [Tom](#) and [Trish Kennedy](#) have built a highly successful, world leading company of over 500 employees. BackOffice delivers enterprise data quality and data governance solutions for many of the [Fortune 2000](#), helping them increase the value they receive from their SAP and Oracle ERP systems. “BackOffice is a unique organization serving many of the largest and most demanding companies in the world,” said [David Campbell](#), Vice President in the [Merchant Banking Division at Goldman Sachs](#). “We are confident David Booth will continue to build on this foundation of growth and commitment to employees, customers and shareholders alike.”

Mr. Booth has served in several key positions in his 27-year career in the industry including President of Global Sales and Marketing at Computer Science Corp (CSC), Hewlett-Packard (HP) Corporation’s Senior Vice President and General Manager of the Americas Technology Solutions Group, President of [Compaq Canada](#) and Digital Equipment Corporation as Regional Vice President and General Manager.

“I look forward to working with this seasoned professional who represents our next phase of growth as a company,” said [Jim Rogers](#), Chairman of BackOffice. “David’s commitment to customers and his experience building strong partnerships will help ensure we continue to deliver outstanding results for all our stakeholders.”

"I am pleased to join the BackOffice Associates team. As a dynamic market leader, BackOffice has enjoyed an enviable track record of success. Now with the Goldman Sachs investment BackOffice is even better poised for rapid growth." said Mr. Booth.

A native of [New Brunswick, Canada](#), Mr. Booth holds a bachelor’s degree in commerce (marketing) from [Mount Allison University](#) in New Brunswick, and completed the Lessons in Leadership Executive Development Program at [Harvard University](#). He is a founding member of the Mount Allison University National Advisory Council and an active member of the school’s Board of Regents.



## About BackOffice Associates

[BackOffice Associates](#)® is the leading provider of [Data Quality](#), [Data Governance](#) and [Data Migration](#) solutions for [Oracle](#)®, [PeopleSoft](#)®, [JD Edwards](#)®, [SAP](#)®, [Infor](#)® and other leading ERP solutions. Concentrating on enhancing ERP data quality since 1996, our products and services are the recognized best practice for companies using SAP, Oracle and other solutions. BackOffice Associates delivers the industry's only "[Boring Go Live](#)®" process for the uneventful implementation of ERP. For data governance solutions, BackOffice Associates is the choice of customers who require "[Business-Ready Data Every Day](#)™". BackOffice Associates is a global corporation headquartered in Massachusetts with additional offices in the US, Europe, Asia, India, Australia and Mexico. Company information is available at [www.boaweb.com](http://www.boaweb.com).

BackOffice Associates, LLC  
John Kelly  
Vice President Global Marketing  
508-430-7100 x486