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Avid Bolsters Its Commitment to Customer Success and Technology Leadership With Key Executive Appointments

Appoints Seasoned Technology Executives to Lead Professional Services, Customer Success and Software Development Efforts

BURLINGTON, Mass., Jan. 9, 2014 (GLOBE NEWSWIRE) -- Avid® (NASDAQ: AVID) today announced the appointments of two technology industry veterans to senior management positions. Rick Lowenstein has been appointed senior vice president of customer success and professional services, while Mitch Weaver joins as vice president of software development.

Reporting directly to Avid president and CEO Louis Hernandez Jr., Lowenstein will be responsible for driving customer engagement and increasing customer service levels. Weaver will spearhead the company's software development efforts, reporting to Chris Gahagan, Avid senior vice president of products and services.

"These appointments are part of our ongoing efforts to develop deeper customer relationships, and to remain at the forefront of innovation with solutions that solve our customers' most pressing current and future challenges," said Hernandez. "We welcome Rick's experience in leading professional services for a number of premier technology organizations, while Mitch's track record in leading technical operations will enable us to build on our heritage of building groundbreaking solutions for the most complex workflow environments."

Lowenstein brings more than 18 years of senior management experience in professional services, consulting and support at technology organizations ranging from startups to Fortune 500 companies. He joins Avid from Adobe Systems where, as vice president of consulting, he managed the company's Americas enterprise consulting practice for all digital marketing products. He was previously executive vice president of customer service at cloud-based healthcare software provider Brightree, executive vice president of professional services for enterprise software solutions provider Deltek, and vice president of professional services for Agile Software, Workscape and PeopleSoft.

Weaver boasts more than 34 years' experience in leading technical operations, specializing in large systems software development, most recently as corporate vice president and general manager at Cadence Design Systems. He was previously president and CEO of Translogic Technology Incorporate, and general manager at both Mentor Graphics Corporation and HP.

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