

## **Accept Software SVP of Marketing Named 2010 Woman of Influence in Silicon Valley**

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FREMONT, Calif.--(EON: Enhanced Online News)--Accept Software, the integrated collaborative product management company, today announced that Christine Crandell, senior vice president of marketing, has been recognized as one of Silicon Valley's 2010 Women of Influence by the Silicon Valley Business Journal. Christine will be honored at a private reception and awards dinner in April at The Fairmont in San Jose, California.

The award recognizes and celebrates the accomplishments of women who are leaders in either the private, public or not-for-profit sectors, who have quickly climbed the corporate ladder or branched out to start their own companies, and who give back to their communities as board members, volunteers and as role models. Nominated by her peers and selected by Women of Influence judges, Christine will be featured in the March 19th issue of the Silicon Valley Business Journal.

Christine is a B2B marketing and strategy expert with more than 20 years' success in driving market shaping vision and strategy, and building brands for leading technology organizations. Christine actively supports technology entrepreneurs through guest lecturing at universities, and Board of Advisory roles with early stage companies like Coupa and local non-profits including SDForum. An accomplished writer, Christine shares her thought leadership as a featured speaker and in articles that have appeared in Forbes.com, CMO.com, Sandhill.com, BtoB Magazine, Investor Business Daily and other business publications.

As senior vice president of marketing, Ms. Crandell leads Accept Software's marketing strategy to build its expertise in integrated collaborative product management into global leadership through metrics-driven processes to enhance customer and partner relationships, expand revenue pipeline and increase profits.

An event celebrating the accomplishments of the exceptional honorees will be held on April 8<sup>th</sup> at the Fairmont Hotel in San Jose. For more information about attending this event, please visit: <http://sanjose.bizjournals.com/sanjose/event/15791>.

### **About Accept Software**

Accept Software helps companies create innovative products and services that will change the world. Repeatedly recognized by the Association of International Product Marketing and Management (AIPMM) with the Excellence in Product Management Award and Gartner Group, Accept Software solutions have helped global technology leaders including Oracle, Cadence Design Systems, Alcatel, ExactTarget, and Intel Corporation introduce market-leading products. For more information, visit [www.acceptsoftware.com](http://www.acceptsoftware.com) or call us at 866-423-8376.

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