



[Partners Home](#) | [Program Overview \(PDF\)](#) | [Become a Partner](#) | [Partner Directory](#) | [Partner Login](#)

● Press Releases

For Immediate Release

Media Relations Contact:

Rebecca Metz

Embarcadero Technologies

Rebecca.Metz@embarcadero.com

Tel: 512.306.0618

Highly Respected Authority in Database Community Craig Mullins Tapped to Spearhead Embarcadero Technologies Product Strategy Initiatives

San Francisco, Calif. – October 19, 2005 - Embarcadero Technologies, Inc. (Nasdaq: EMBT), a leading provider of data life management solutions, today announced that Craig Mullins has joined the company as director of product strategy. Mullins co-joined Embarcadero with more than two decades of experience in all facets of database systems development. In his new role, Mullins will bolster Embarcadero's presence and thought-leadership in the data and database management community.

"We are simply honored to have Craig join our team. His experience in the database and data management arena is unmatched and the tremendous respect he has earned from his peers and his deep understanding of our customers' needs", said Katherine Barnard, president of marketing for Embarcadero Technologies. "With Craig's expertise and guidance, we will continue to sharpen our focus on delivering the best data management solutions for our customers."

Prior to joining Embarcadero, Mullins held the position of director of technology planning at BMC Software where he was responsible for developing the product strategy for DB2 solutions. Mullins was also the vice president of marketing and operations at PLATINUM Inc. where he was responsible for the marketing and product management for PLATINUM's database management products. Mullins also worked as the research director of database administration for the Gartner Group.

Mullins has developed and taught DB2 and SQL Server classes, has been a systems analyst and designer, and has worked as a developer, instructor, and analyst in multiple industries including manufacturing, banking, commercial software development, research, utilities, and consulting.

He is the author of two books *DB2 Developer's Guide and Database Administration: The Complete Guide to Practices and Procedures* and also a frequent contributor to computer industry publications, having authored more than one hundred articles in the past several years. His articles have appeared in popular industry magazines including *Data Management Review*, *DBMS*, *DB2 Update*, *DB2 Magazine*, *SQL Server Update*. He also pens several regular columns including a regular monthly column called "The DBA Corner" in *Trends and Applications* magazine.

Mullins is an accomplished public speaker and has spoken to thousands of technicians about database management and administration at such conferences as DAMA Symposium and Metadata Conference, the IBM DB2 Technical Conference, the International Database Symposium, and the International Database Conference.

(IDUG), and Oracle World. He also is a member of the IDUG volunteers hall of fame.

About Embarcadero Technologies

Embarcadero Technologies, Inc. (Nasdaq: EMBT) is a leading provider of data lifecycle management solutions that help companies optimize, test, and manage their critical data, database, and application infrastructures. Nearly 11,000 companies, including 900, rely on Embarcadero Technologies products to manage the explosive growth in data and ensure optimal performance of multi-platform applications and systems. Embarcadero Technologies is headquartered in San Francisco, CA. For more information, call 415/834-3131 or visit www.embarcadero.com.

###

Embarcadero, the Embarcadero Technologies logos and all other Embarcadero Technologies product or service names are trademarks of Embarcadero Technologies, Inc. All other trademarks are property of their respective owners.

Forward-Looking Statements

The statements in this press release that are not historical facts are forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such forward-looking statements. Risks and uncertainties that could cause actual growth and results to differ materially include, but are not limited to, risks related to acquisitions of companies or technologies and other risks identified in the Company's periodic filings with the Securities and Exchange Commission including, but not limited to, those appearing under the caption "Factors that may Affect Future Results" in the Company's recent Quarterly Report on Form 10-Q and the Annual Report on Form 10-K/A. Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date hereof. The Company undertakes no obligation to release public revisions to these forward-looking statements that may be made to reflect events or circumstances after the date hereof or to the occurrence of anticipated events.



© Copyright 2006 Embarcadero Technologies, Inc., All Rights Reserved

[Privacy](#)

| [Legal](#)