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## Responsys Grows Senior Leadership Team

### New Appointments Strengthen Leadership Around Emerging Channels Strategy, and Talent Recruiting and Development

SAN BRUNO, CA -- (Marketwire) -- 05/29/12 -- [Responsys, Inc.](#) (NASDAQ: MKTG), a leading provider of email and [cross-channel marketing solutions](#), today announced the appointments of Michael Della Penna in the newly created role of Senior Vice President of Emerging Channels, and Joan Burke as Vice President of Human Resources. These additions to the executive team will add leadership and deep expertise in emerging channels and human resources to support the company's rapid growth. Both Della Penna and Burke will report to Dan Springer, Chairman and CEO of Responsys.

"We are fortunate to welcome two talented industry professionals to the Responsys executive team to drive strategy and additional growth around our solutions, partnerships and global employee base," said Springer. "Michael is a seasoned marketing executive with a long, proven track record in our industry and strongly qualified for this newly created SVP position. And I'm confident that Joan's extensive experience in recruiting and retaining top talent will ensure that human capital remains one of our top assets worldwide."

Della Penna brings 25 years of marketing experience to Responsys. Before joining the company, Della Penna founded SuiteDialog, which specialized in building social CRM solutions and digital marketing programs that drove interactive conversations, engagement and life-time value. Della Penna also founded Conversa Marketing, another social CRM venture that was acquired by StrongMail Systems in 2010. Before founding his own companies, Della Penna served as Chief Marketing Officer at Epsilon, playing an integral role in the company's strategic marketing, branding, market positioning, lead generation, and communications efforts. Della Penna's other key marketing and leadership roles included: Chief Marketing Officer of Bigfoot Interactive, Vice President of Strategic Development at CNET Networks, and Vice President of Marketing at ZDNet. Della Penna earned his B.B.A. and M.B.A. from Hofstra University.

"Responsys' market leading product suite, talented team and impressive roster of clients make it an industry stand-out with tremendous growth potential," said Della Penna. "I'm excited to join the Responsys executive team and look forward to driving the strategy that will help our clients achieve further marketing success via innovative social and mobile solutions and partnerships."

Burke brings to Responsys over 25 years of experience in a full range of human resources management roles. She has held senior positions at leading technology companies and has experience building and managing human resources functions in mid-sized and large organizations. Most recently at ZipRealty, Burke held a leadership role as Vice President of Human Resources and was responsible for maximizing efficiency across the company, including recruiting and retaining high performing talent. Prior to that, Burke held the position of Vice President of Global Human Resources at ShoreTel, where she guided the company culture when ShoreTel transitioned from a private to a public organization. Burke has also held senior human resources roles at ZANTAZ, The Industry Standard, John Hancock, ABHOW and SoftNet Systems. Burke earned her B.A. from Albertus Magnus College.

"Successful companies view and manage human resources as a strategic asset and Responsys stands out among them," said Burke. "I'm eager to join my new colleagues in contributing to the vibrant Responsys work environment and lead the human resources efforts to make meaningful differences to its employees worldwide."

#### *About Responsys*

Responsys is a leading provider of email and cross-channel marketing solutions that enable companies to engage in relationship marketing across the interactive channels customers are embracing today -- email, mobile, social, web and display. With Responsys solutions, marketers can create, execute, and automate highly dynamic campaigns and lifecycle marketing programs that are designed to grow revenue, increase marketing efficiency, and strengthen customer loyalty. Responsys' New School Marketing vision, flexible on-demand application suite, and customer success-focused services aim to deliver high return on investment, increased levels of automation and fast time-to-value. Founded in 1998, Responsys is headquartered in San Bruno, California and has offices throughout the world. Responsys serves world-class brands such as: American Family Mutual Insurance Company, Avis Europe, Brooks Brothers, Deutsche Lufthansa, Dollar Thrifty, LEGO, LinkedIn, Newegg, Orbitz, Qantas, Southwest Airlines, United Airlines and UnitedHealthcare. For more information about Responsys, visit [responsys.com](http://responsys.com).

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