



## Chordiant Taps Industry Luminary as New Vice President and CMO

### ***KANA, DEC Veteran Marchai Bruchey Joins Chordiant Management Team, Brings More than 29 Years of Global Marketing and Alliances Leadership***

CUPERTINO, Calif., Apr 07, 2009 (BUSINESS WIRE) -- Chordiant Software, Inc. (Nasdaq:CHRD), the leading provider of Customer Experience (Cx(TM)) software and services, today announced that Marchai Bruchey has joined the Chordiant executive team as Vice President and Chief Marketing Officer. In this newly created role, Bruchey will be responsible for all worldwide marketing and alliance activities.

"We are excited to have Marchai Bruchey join the Chordiant team," said Steven R. Springsteel, chairman, president and CEO of Chordiant Software. "Marchai is a visionary in the Customer Relationship Management (CRM) space. She is well suited to help drive Chordiant's existing business as well as help us map a vision for the future."

"I am pleased be joining the Chordiant team," said Bruchey. "Chordiant is a well respected company, helping top global consumer brands optimize their customer's experiences. I look forward to working with the team to build on the success that they have achieved and extend Chordiant's reach to new customers and new markets."

Bruchey joins Chordiant after leaving KANA Software in late 2008, where she served as Chief Marketing Officer and was responsible for all Corporate Marketing, Product Marketing, Field Marketing and Global Alliances. Prior to joining Kana, she served in a variety of executive sales and marketing positions at KANA and Digital Equipment Corporation.

#### **About Chordiant Software, Inc.**

Chordiant software optimizes the customer experience, helping clients improve business results while significantly strengthening customer relationships. Chordiant's solutions allow multi-channel interaction management and centralized Next-Best-Action (TM) driven predictive decisioning to target individual customer needs and provide unprecedented management and control over sophisticated customer experience strategies. Fortune 1000 customers turn to Chordiant to build, maintain and significantly strengthen connections with customers, so they can differentiate themselves from the competition and maximize their business objectives. For more information please visit: [www.chordiant.com](http://www.chordiant.com).

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