



## Corporate Fact Sheet



### Business

**SITEOPS™** provides Real Estate Developers, Retailers, and Civil Engineers/Design Professionals data to help make informed decisions faster. SITEOPS is breakthrough software from BLUERIDGE Analytics that reduces the cost and time associated with land infrastructure development. SITEOPS is used to perform real-time feasibility analysis on screen as well as advanced optimization on layout, grading and stormwater designs. Once a project is submitted for full optimization analysis, processing may take up to 24 hours while trillions of permutations are computed. The result is 3-5 site designs providing you the best layout, grading, and stormwater drainage options for your site with cost optimized estimates. SITEOPS provides sophisticated, insightful analysis and decision alternatives aimed at substantially reducing the development cost and the time it takes to do land design and planning. Our advanced patent-pending software can drastically speed up the process for site feasibility planning.

**BLUERIDGE Analytics™** BLUERIDGE Analytics applies evolutionary computing to deliver world-class optimization software solutions to industry specific markets, creating substantial, measurable value. Deploying SITEOPS solutions has dramatically improved the site feasibility and initial design process in large corporate retail, real estate and in the architectural, engineering, construction (AEC) industries.

**Founded** 2003

**Employees** 12      **Contractors** 8

**Headquarters** 101 W. Worthington Avenue, #206, Charlotte, NC 28203

### Leadership

**Mike Detwiler - President and CEO**

Mike Detwiler has over 20 years of experience in corporate marketing, business development, and product management in the technology, and financial services industries. He is a proven business leader with broad and significant experience at various senior management levels. As an entrepreneur, Mike has leveraged his accumulated knowledge and experience to enable emerging growth companies to rapidly progress in their business evolution. He has experience in start-up, high-growth as well as established corporate environments.

In his career, Mike served in senior management positions with Thomson Financial Services, Thomson's First Call Corporation, Thomson Electronic Settlements Group, Thomson Trading Services, Sungard Investments Management Systems, The Boeing Company, Bell Laboratories and in The Detwiler Group. Mike was also an Assistant Professor at the University of Houston, where he taught senior-level computer science and mathematics courses. Mike currently teaches Internet Marketing at the Charlotte campus of The University of North Carolina.

Mike graduated from Shippensburg University of Pennsylvania with a B.S. in Mathematics and Computer Science. He received his M.S. in Computer Science from Northwestern University.



## Leadership Continued

### **Heather Palmer-Palavido** – VP of Product Development

Heather Palmer-Palavido is an outstanding executive with more than 15 years of experience in product development and enhancement, operations as well as sales and marketing support in various software companies. Heather possesses strong leadership characteristics and has a wide experience in general project and people management. As BLUERIDGE's Vice President of Product Development, Heather brings a unique talent for bridging computer science, software development, sales, and marketing.

Most recently, Heather served as President for Shift Technologies where she managed growth and product direction for a hosted workforce management product suite called ThinMind.com. Previously, Heather served as Director, CRM Engineering for J.D. Edwards, Inc. / YOUcentric, Inc. where she participated in the integration of personnel, process, product, and management efforts between YOUcentric and J.D. Edwards after YOUcentric's acquisition.

Heather holds a B.S. in Computer Information Systems from DeVry University and an MBA from the McColl School of Business.

### **Kate Mullen** – Director of Marketing

Kate Mullen has over 12 years experience in project management, strategic planning, business development, sales and marketing, facilitation, and implementation of new technologies. She has an undeterred focus on the customer, building relationships and delivering results.

In her career as a senior managing consultant with Robbins Gioia, Kate has a proven track record delivering high profile merger, efficiency, new online banking products, and regulatory projects at leading companies in the financial services industry such as: Wachovia, Bank of America, Wells Fargo, Fifth-Third Bank, and Royal & SunAlliance Insurance.

As Director of Marketing, Kate's ability to effectively focus on both high-level strategic and day-to-day issues is a perfect match for BLUERIDGE.

Kate graduated from Queens University with a B.A. in History and received an MBA in eBusiness from the University of Phoenix.

### **Trademarks**

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