



## Sendouts Hires New President and CEO

**St. Louis, MO** -- Sendouts, the premier provider of staffing and recruiting software, is pleased to announce the appointment of Brian Hopcraft as President and Chief Executive Officer. In this role, Mr. Hopcraft will lead the organization toward its vision to become the leading software provider in the recruiting industry.



Recruiting firms are facing many challenges in today's environment, including pressure to reduce fees while experiencing increased workload from a more intense focus on business development. As a result, firms must improve productivity and Sendouts' staffing and recruiting software solution provides a cost effective tool to enhance the recruiter's efficiency and effectiveness.

"This is an exciting time in the Company's evolution and we are confident of Brian's abilities to help transition us to the next phase of Sendouts' growth and development. Brian is extremely customer-focused and eager to further improve our products and services for our clients," said Tom Hillman, Sendouts' Board Chairman.

Mr. Hopcraft brings 20 years of executive leadership, technology expertise and a proven track record of growing and leading successful companies. As a founder and CEO of Simplified Workforce Solutions, Mr. Hopcraft built an organization that delivered best-in-class workforce management solutions and experienced outstanding growth built upon serving the customer needs. Mr. Hopcraft also held the position of Vice President, Enterprise Products at Oracle where he was responsible for 360 Commerce's enterprise product line that included Workforce Management and Returns Management. Most recently, Mr. Hopcraft was the Chief Operating Officer and Vice President of Marketing for Dennemeyer & Co., a global IP software and services company where he was responsible for the US business division.

"I am very pleased to join the Sendouts team. I am impressed with what they have accomplished to date building the company and positioning it as a leader in the recruiting software space. However, I am most excited about our prospects to accelerate the growth of the company toward our goal of becoming the software of choice for customers in our markets. I look forward to meeting with our customers to ensure we understand and meet their needs to the best of our ability," said Mr. Hopcraft.

"ASLON did a thorough job with our search, and without question, Brian was our number one candidate. We are pleased to have him on board, and look forward to working together with the Board, Management and staff for great things to come," said Mr. Hillman.

Hopcraft replaces Don Breckenridge Jr. who founded the company along with Rick Hall who continues as the Chief Technology Officer for the Company. Breckenridge is leaving the company to pursue other interests. "The Board is grateful for Don's leadership, passion, and dedication, during his time at Sendouts," added Hillman.

### About ASLON Group

The ASLON Group is a global, retained executive search firm whose mission is to be the leading integrity based search firm focused on identifying, assessing and delivering world-class leaders. Their reputation is built on their ability to see a search through from the initial meeting with our client to the assimilation of the finalist into the position. ASLON operates under very strict standards of ethics and methodologies to identify the right person to fit the culture and vision of their client.