



PRESS RELEASE

For Immediate Release

Campfire Expands Executive Leadership Team to Meet Growing Demand

Industry veteran, Scott Whetter, assumes leadership of automotive market sales.

ANN ARBOR, MI – JULY 20, 2022: Campfire Interactive, Inc. (Campfire), provider of the leading solution for portfolio profitability management, announces that Scott Whetter has joined the company as Vice President of Sales & Strategy, Automotive. In this capacity Mr. Whetter is responsible for continuing to build upon the company's record growth from providing solutions within the automotive supplier market.

Throughout his career, Mr. Whetter has accumulated significant experience within the automotive industry having worked at Ford Motor Company and having held leadership positions with ZF, Siemens VDO Automotive, The Woodbridge Group, and North American Stamping Group. His background includes general management, global sales and key account management, and engineering along with other operational roles.

Whetter explained that his familiarity with the Campfire Interactive team and products contributed significantly to his decision to join the company.

"With product volumes down and supply chain disruptions, automotive suppliers face a difficult market environment," said Whetter. "Campfire enables these businesses to meet the rising challenges of managing profitability during such times. Having been a Campfire customer, I've found the company's software and support to be best in class and have seen the measurable results it delivers. This made my decision to join the team an easy one. I look forward to introducing Campfire to automotive suppliers who will benefit from the solutions we provide."

The addition of Whetter allows Campfire's Noelle Schiffer to assume the new role of Vice President of Business Development. With the dramatic increase in sales opportunities coming from partnerships and increasing market awareness of Campfire, the company requires an executive fully dedicated to growing the sales pipeline. Together, Whetter and

Schiffer will work to meet the high market demand for Campfire solutions and expand the global community of Campfire users.

Record Growth

Suppliers have been quick to embrace Campfire solutions in their pursuit of maximum profitability. Campfire COO, Dan Meyer, reports that the company recorded its largest quarterly sales growth to date in the first quarter of 2022, fueled by the addition of new customers along with expansions at multiple current user sites.

“Despite a global pandemic and severe supply chain challenges within the auto sector, Campfire has achieved unprecedented growth in terms of new business, staffing, strategic partnerships, and revenue,” said Meyer. “We’re taking aggressive steps to keep pace with demand by filling a variety of new positions within the sales organization.”

Campfire President and CEO, Pradeep Seneviratne, says that these added resources allow the company to better serve the industry with the level of expertise and knowledge that customers have come to expect.

“The Campfire team knows automotive; this is something that sets us apart,” said Seneviratne. “Scott has an excellent reputation throughout the automotive supplier community and further enhances our experience base. While we’re naturally excited to have him join the company, the true beneficiaries are automotive suppliers. As a long-time automotive sales executive and previous Campfire customer, Scott provides a unique perspective to assist current and prospective customers in identifying opportunities for improvement and quantifiable benefits. We welcome Scott to the team and look forward to his contributions.”

About Campfire Interactive, Inc.

Thousands of users in medium size to Fortune 500 companies use solutions developed by Campfire Interactive, Inc. to identify, plan, develop and execute their product portfolios. Business processes addressed by Campfire include opportunity management, sales forecasting, market share management, cost, and price estimation, change cost management and project portfolio management. Customers choose Campfire solutions for its unique and powerful capabilities for making critical business decisions that span across financial, engineering and timing information.

For more information visit www.cfi2.com.

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