



Agency Contact:

Rachel Kaseroff

Ventana PR

(415) 824.1110

Rachel.Kaseroff@ventanapr.com

DATAGUISE HIRES VENKAT SUBRAMANIAN AS VICE PRESIDENT OF ENGINEERING

With more than 25 years of experience in the software and database technology industry, Subramanian to manage product development efforts for leading database security provider

Fremont, CA, April 28, 2010 – dataguise™ (<http://www.dataguise.com>), a leading innovator of security solutions for protecting sensitive data across the enterprise, today announced it has hired Venkat Subramanian as Vice President of Engineering. Subramanian will utilize his more than 25 years of software and database technology experience to spearhead **dataguise's** product development strategy, where he will manage all aspects of the engineering process including research, design and development. Subramanian will also supervise **dataguise's** team of expert engineers and work with them to streamline the software product lifecycle and maximize efficiency company wide. Additionally, he will oversee customer deployments, ensuring all technology implementations are quick and seamless.

“Venkat’s extensive experience and stellar reputation in the software and database technology arena will be a great benefit to **dataguise** customers and to the company as a whole,” said Manmeet Singh, Co-Founder and CEO of **dataguise**. “As we continue to expand our industry-leading database security technology offerings, we look forward to leveraging Venkat’s insight and expertise on product development to ensure that we continue to deliver best-in-breed solutions that help organizations secure sensitive data, meet regulatory requirements and prevent a serious breach.”

Subramanian comes to **dataguise** from [SpikeSource](#) where he led a distributed platform engineering team responsible for creating an innovative solution to automate product development and testing using a cloud infrastructure. During his tenure at SpikeSource, he was directly involved in engagements with large platform vendors, including Microsoft and IBM.

Prior to SpikeSource, Subramanian led several strategic cross-organizational initiatives at Oracle, where he served for 13 years in various leadership and executive positions. His most notable accomplishments include heading the Database and Server Products R&D center in India during a period of explosive growth, where the center doubled in size to nearly 2,000 in less than two years. During this time, Subramanian also spearheaded the process related to product security emerging into an Oracle standard for all server products while overseeing key relationships with Oracle's large global customers and partners including NEC and Fujitsu.

"The need for securing sensitive data is becoming more and more critical to enterprises, driven by regulatory requirements and the prevention of information theft for criminal misuse," stated Subramanian. "dataguise is a true innovator in the data security space with a breadth of solutions to discover critical data where it resides and a masking technology for protection. I am excited at the prospect of working with an inspired team that understands the context of its mission to continue building on market-leading database security solutions that meet the needs of a broad spectrum of customers."

Tweet this: dataguise Hires Software and Database Technology Veteran, With More Than 25 Years of Experience, as VP of Engineering

Follow dataguise on Twitter at: <http://twitter.com/dataguise>

About dataguise

dataguise offers automated and advanced database security solutions to help ensure regulatory compliance and protect against data theft. **dataguise dgdiscover** focuses on sensitive data discovery and classification across the enterprise and the company's **dgmasker** product solution provides secure masking of database content with unprecedented flexibility and functionality across heterogeneous environments. For more information, call 510-824-1036 or visit www.dataguise.com

###