

## Background



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### MANAGEMENT BACKGROUND

Edward M. Esber Jr. PRESIDENT, CHIEF EXECUTIVE OFFICER

Esber, 33, has a solid managerial background which includes key positions at IBM, Texas Instruments, and VisiCorp. That experience is complemented by his strong technical expertise. Esber holds an MSEE from Syracuse University, a BS in computer engineering from Case Institute of Technology, and an MBA from Harvard. He joined the company in May 1984 as executive vice president of marketing and sales, responsible for pricing strategies and positioning of products. In August 1984 he was named president of Ashton-Tate, and three months later he was appointed chief executive officer. He began his career in 1974 at IBM as an engineer, where he developed the first course that taught IBM engineers how to design systems utilizing a microprocessor. In 1978 he joined Texas Instruments' Consumer Products Division, where he was a third-party software manager and a marketing manager for two of the company's personal computers. In 1979 he joined VisiCorp as vice president of marketing and sales, where he established the first marketing and distribution network in the microcomputer software industry -- a success that resulted in his promotion to executive vice president, responsible for the entire strategic direction of the company.

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Roy E. Folk

## EXECUTIVE VICE PRESIDENT, MARKETING AND STRATEGIC PLANNING

Folk, 39, brings to Ashton-Tate more than 16 years of marketing and management experience in the computer industry. Folk joined Ashton-Tate in August 1985 to oversee product marketing and marketing communications, including advertising, sales promotion, public relations, market research, strategic planning, product strategy and product acquisition. Prior to joining Ashton-Tate, Folk was president and CEO of Paladin Software Corporation, which he founded in October 1983. From February 1981 through May 1983, he was marketing manager for VisiCorp. He also has served in key marketing positions with DEC, Xerox and Applicon. Folk holds a BS and MS in computer science and an MBA in management from the Massachusetts Institute of Technology.

Ronald S. Posner

## EXECUTIVE VICE PRESIDENT, SALES AND INTERNATIONAL

Posner, 43, has years of experience in the microcomputer industry, with an expertise in training and support. Posner joined the company in April 1984, heading the company's international operations as acting vice president and general manager before being named executive vice president, marketing, sales and international. He assumed his current position in August 1985 and is also a member of Ashton-Tate's board of directors. Previously, Posner was founder, chairman and chief executive officer of National Training Systems (NTS), a leading provider of microcomputer training programs to large corporations, computer dealers, manufacturers and end users. Prior to founding NTS in 1974, Posner was vice president of marketing and a director at Tratec, a computer sales training company. He also held various marketing and sales positions with Xerox Data Systems and Coca-Cola Company. He holds an MBA from Harvard Business School.

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Norman H. BlockEXECUTIVE VICE PRESIDENT, FINANCE AND  
ADMINISTRATION

Block, 44, joined Ashton-Tate in December 1983 and has more than 20 years of experience in corporate finance. He oversees all financial operations of the company. His previous positions included corporate vice president, Mattel, Inc.; executive vice president, finance and administration at Dominion Textile (USA), a multinational corporation; and controller for ITT Data Services. Also, he was a senior financial executive at General Consumer Electronics, where he supervised the company's growth to \$28 million in revenues in 14 months. Block holds an MBA from New York University, and a BA in management and accounting from Fairleigh-Dickinson.

E. Charles Ellison

## VICE PRESIDENT, DOMESTIC SALES

Ellison, 31, brings to Ashton-Tate valuable experience in sales and managerial positions. He joined Ashton-Tate in February 1984 as district sales manager. He also served as director of national sales before becoming vice president of domestic sales in August 1985. Prior to joining Ashton-Tate, Ellison was national accounts manager with Microsoft Corporation. Before that he served more than four years as branch manager of federal sales with Canon USA. Ellison holds a BA degree from Syracuse University.

Harvey Jeane

## VICE PRESIDENT, PRODUCT DEVELOPMENT

Jeane, 40, has extensive management and technological expertise, having worked most recently at Jet Propulsion Laboratories (JPL). One of his many positions at JPL during his 13-year tenure was manager of software development activities, supervising a staff of 150. He also has worked at RCA where he was involved in logic design projects. Jeane, who holds a BS in electrical engineering from the University of Texas, joined Ashton-Tate in August 1983. He supervises all development work at the company's product development centers.

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Robert Carr

## CHIEF SCIENTIST

Carr, 29, is the designer and principal developer of Framework II and its predecessor, the award-winning Framework. Previously, Carr served as chairman of Forefront Corporation, a company he co-founded in July 1983 to complete the development of Framework that he had begun on his own fifteen months earlier. Before co-founding Forefront, Carr worked as a programming consultant on the development of Context MBA, one of the first integrated packages introduced. Previously, Carr served with Xerox's Palo Alto Research Center, where he worked on predecessors of the Xerox Star and Small Talk products. He holds a BS in computer engineering and an MS in computer science from Stanford University.

Robert D. Gafford

## VICE PRESIDENT, CONSUMER COMMUNICATIONS

Gafford, 43, is the first senior manager in the microcomputer software industry to head a documentation and support group -- making Ashton-Tate's commitment to this area unprecedented. Gafford joined the company in December 1984 and supervises a staff of more than 100. Previously, he worked at VisiCorp where he was director of product services. He also worked at Intel Corporation as manager of publications and engineering services, and at DEC as manager of software documentation. He holds a BA from the University of Alabama.

Lawrence Benincasa

## VICE PRESIDENT, NEW BUSINESS DEVELOPMENT

Benincasa, 41, joined Ashton-Tate in August 1983 following 10 years as vice president of Reston Publishing Company. Reston, a publisher of computer-related books and software, is a subsidiary of Prentice-Hall, Inc. He holds a BS from the Maritime Academy.

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Barry Berke

VICE PRESIDENT, OPERATIONS

Berke, 38, joined Ashton-Tate from VisiCorp where he was director of operations until June 1984. Previously he was materials manager for Rolm Corp. He holds an MBA from the University of Santa Clara and a BS in engineering from Ohio State University.

David Russian

VICE PRESIDENT, CONTROLLER

Russian, 33, joined the company in November 1984 as corporate controller. Prior to that he held a number of accounting and finance positions with DiGiorgio Corporation of San Francisco. He also held the post of senior accountant for Price Waterhouse. A certified public accountant, he received his BS in accounting from San Diego State University.

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