

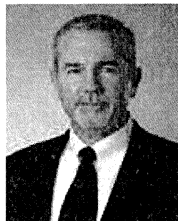


## Management

### Richard K. Coleman Jr.

President and Chief Executive Officer

Richard K. Coleman, Jr., is the President and Chief Executive Officer of Crossroads Systems Inc., a global provider of data storage solutions, where he also serves as a director. He is the founder and President of Rocky Mountain Venture Services, a firm that helps companies plan and launch new business ventures and restructuring initiatives. Mr. Coleman has been a director of Ciber, Inc., a leading global information technology company, since April 2014, where he also is a member of the Nominating/Corporate Governance Committee. Since May 2014, Mr. Coleman has also served as a director of Hudson Global, Inc., a worldwide provider of highly specialized professional-level recruitment and related talent solutions, where he is a member of the Nominating/Corporate Governance Committee and serves as Chairman of the Compensation Committee.



Previously, Mr. Coleman served in a variety of senior operational roles including CEO of Vroom Technologies Inc., Chief Operating Officer of MetroNet Communications, and President of US West Long Distance. He also previously held significant officer-level positions with Frontier Communications, Centex Telemanagement and Sprint Communications. Mr. Coleman began his career as an Air Force Telecommunications Officer managing Department of Defense R&D projects and has served as an adjunct professor for Regis University's graduate management program as well as a guest lecturer for Denver University, focusing on leadership and ethics. Mr. Coleman holds a bachelor's degree from the United States Air Force Academy, an MBA from Golden Gate University, and is a graduate of the United States Air Force Communications Systems Officer School.

### Brian Bianchi

Chief Operating Officer

Brian Bianchi is the chief operating officer at Crossroads Systems. He oversees the development and maintenance of all Crossroads data archive and protection solutions. With more than 25 years of operations and product development experience in the data storage and protection industries, Brian ensures that Crossroads' solutions meet both present and future customer needs. He also leads the company's award-winning customer support program that has been recognized as a top producer of customer service professionals by the American Business Awards. Prior to joining Crossroads in 1998, he held both operational and product development positions at Hewlett-Packard and Convex Computer Corporation. Brian holds a degree in computer science from The University of Texas at Austin.



### Jim Biernacki

Vice President of Sales

Jim Biernacki is vice president of sales at Crossroads Systems. With more than 23 years of sales experience in the IT industry, he leads all Crossroads sales teams throughout the United States, Canada and Mexico. He joined Crossroads in 2007 and previously served as a regional sales manager and national



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## Stock Quote (NASDAQ: CRDS)

Price:	1.35
Change:	- 0.05
Day High:	1.37
Day Low:	1.33
Volume:	26,900

10:33 AM ET on Jul 6, 2015

Delayed ~20 min. By eSignal.



account director. Jim offers extensive experience in data storage technologies and brings specific expertise in establishing vertical market growth in media and entertainment, telecommunications, research and development and medical markets. Additionally, Jim has successfully leveraged the storage channel to attain significant revenue goals. Prior to Crossroads, he held various sales and marketing leadership positions at Sun and EMC. He holds a degree from San Diego State University.

**Jennifer Crane**

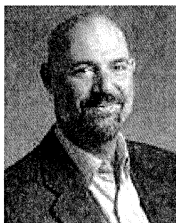
Chief Financial Officer

Jennifer Crane is the chief financial officer at Crossroads Systems. She joined the Crossroads team in 2003 and currently leads the company's financial and legal operations. Her chief objective is to manage Crossroads' financial performance and position the company for future growth while it continues to expand its portfolio of data protection and preservation solutions. An accomplished accounting and financial expert, Jennifer brings more than 20 years of hands-on experience in financial management and auditing. Prior to joining Crossroads, Jennifer held senior positions at leading firms such as Deloitte & Touche LLP and Price Waterhouse Coopers LLP. A certified public accountant, Jennifer is an active member of the Financial Executive Institute (FEI) association as well as the American Institute of Certified Public Accountants (AICPA). She holds a degree in business administration from the University of Texas at Austin.

**David Cerf**

Executive Vice President of Strategy and Business Development

David Cerf is executive vice president of strategy and business development at Crossroads Systems. With more than 25 years of corporate development experience in the IT industry, David is a frequent speaker on data growth, storage and protection issues at several national industry conferences. Joining Crossroads in 2005, he currently leads global efforts to expand Crossroads innovative data protection solutions and develop relationships with key early technology adopters. Serving as a key member of Crossroads' executive team, he helps distinguish the company's future product roadmap and overall business direction. Prior to joining Crossroads, David served as vice president of sales and business development at NexQL, a leading provider of advanced database acceleration technologies. He was also a co-founder of 360World, a national provider of video and imaging solutions. In 1988, as the founder and managing director of the Dallas Business Incubator, he was responsible for the development and funding of more than 50 new high-growth startup companies.

**Mark Hood**

Executive Vice President of Corporate Development

Mark Hood is executive vice president of corporate development at Crossroads Systems. His areas of responsibility include marketing, investor relations and supporting the company's patent monetization program. With more than 25 years of experience in growing and investing in early stage companies, he leads Crossroads' efforts in educating prospective customers, partners and investors on the unique value that Crossroads' data protection and storage solutions provide. From 1995 to 2000, he was CEO of Network Consulting Services, a telecommunications agency. Mark was the founder of MCH Advisors, a consultancy that helped clients increase revenue by improving their sales, marketing and communication initiatives. Mark earned a BA in Marketing from Sam Houston State University and an MS in Technology Commercialization from The University of Texas



at Austin, McCombs School of Business. He is also a recipient of the George Kozmetsky Award for Academic Excellence.

**Bernd R. Krieger**

Director of European Sales

Bernd R. Krieger is the director of European sales at Crossroads Systems. With more than 30 years of experience in the data storage and backup industry, he brings strong relationships with established partners and resellers throughout the IT industry as well as Global 1000 companies. Bernd joined Crossroads in 2007 as the head of European sales. Previously, he held general manager and CEO positions at several IT companies, gaining lengthy experience in sales and multi-country operations. He has served as general manager of sales and marketing at Data Global GmbH, CEO of Entire Software AG, and director of international sales at Grau (ADIC).

