

VentureWire

Xactly Adds Earl Fry And Alloy Ventures Partner David Pidwell To Board

By Erica Davis
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San Jose -- Xactly Corp., which provides a Web-based sales compensation application for mid-market companies, named David W. Pidwell and Earl E. Fry to its board.

Since 1996, Pidwell has been a venture partner at Alloy Ventures.

Alloy Ventures is not an Xactly investor, confirmed Xactly spokesperson Dan Rampe. In 1987 Pidwell founded Rasna Corp., a mechanical design automation software company, where he was president and chief executive until 1995, when Parametric Technology Corp. acquired the firm.

Fry is chief financial officer and secretary of Informatica Corp. Prior to joining that company in 2000, he served for four years as vice president and chief financial officer at Omnicell Inc., a provider of supply chain management products to the health care industry.

The new board members join Rembrandt Ventures General Partner Gerald S. Casilli, Bay Partners General Partner Chris Noble and Xactly President and Chief Executive Christopher W. Cabrera.

Xactly's Web-based sales compensation application allows sales professionals who work on commission to go online to see their commission add up each day, for each sale. Without Xactly's software, employees don't find out how much commission they make until the next month, when they are paid.

San Jose-based Xactly was founded in March. In August Xactly completed a \$4 million Series A round of venture financing from Bay Partners and Rembrandt Ventures, the company's only institutional backers.

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