



**FOR IMMEDIATE RELEASE**

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**Lori Seal Joins Blytheco**

Laguna Hills, CA – July 11, 2012 – [Blytheco](http://www.blytheco.com) is pleased to announce that Lori Seal has joined the company as Chief Operating Officer. Seal will be based in Blytheco's [Laguna Hills](http://www.blytheco.com) office.

In her role, Lori will oversee the core operational activities at Blytheco, including sales, marketing, finance, and professional services. She will report directly to Stephen Blythe, Blytheco's CEO.

Lori brings with her a diverse skill set, including strategy, product portfolio, sales and channel, marketing, finance, support, internal operations, and acquisitions. She was last with Junction Solutions, a top Microsoft Gold Dynamics AX partner and vertical solutions publisher, where she headed up their mid-market SaaS ecommerce division. Prior to that, she spent over 13 years at Sage, in roles spanning finance, operations, strategy, market intelligence, and corporate development (M&A).

Lori serves on the Ethical Edge, an organization dedicated to promoting ethics in our collective workplaces, communities and homes, and has helped nominate and select the annual Ethical Leaders of Integrity Award Honorees for Orange County for 2011 and 2012. She is also a member of OCTANe, a non-profit organization dedicated to promoting innovation and entrepreneurialism in the OC.

"It's exciting to have a seasoned executive like Lori join our team," said Blythe. "Her approach to leadership and her business style mesh perfectly with the Blytheco 3.0 strategy and our executive team. We look forward to her fresh perspective on how we can optimize our business opportunities as we implement Blytheco 3.0."

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### **About Blytheco, LLC**

Serving the SMB and small enterprise business community since 1980, Blytheco offers a wide variety of business management software (ERP, CRM, HRMS, Marketing Automation) supported by exceptional professional services to enable business to obtain their goals. Risk assessment, change management, [marketing strategy](#), process work flow improvement and refinement of best practices assure a successful implementation of software solution tailored for specific business objectives. With 130 employees across the U.S. in sixteen states, Blytheco works with over 5,000 clients in many industries to help turn dreams into productivity. For more information, please visit [www.blytheco.com](http://www.blytheco.com) or follow us on our Blog – [Think.Blytheco.com](#), on [Facebook](#), [LinkedIn Groups](#) and [@BlythecoLLC](#) on Twitter.

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