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## **New Executive-in-Residence at Planview Brings Insights into Advancing Planning Processes within Corporate Finance**

**AUSTIN, TEXAS — December 28** – Planview®, an innovator in portfolio management for more than 20 years, has brought on board Madison Laird, a former portfolio manager of Cisco’s long-range planning initiative, as an executive-in-residence. Laird’s addition reflects the emphasis Planview has on helping corporate finance organizations advance the maturity of their planning and measurement processes.

Laird will be working collaboratively with Planview customers and product team to define and develop portfolio management solutions that support strategic corporate financial planning needs.

“We are excited to be collaborating with Madison, who created a world-class finance solution leveraging portfolio management for long-range planning at Cisco,” said Patrick Tickle, executive vice president of products, Planview. “Madison understands first-hand that leading organizations are looking for more efficient and strategic ways to develop and execute their capital planning process. A full view of a portfolio of strategic initiatives and its objectives are key to streamlining planning, making better decisions and ultimately measuring the return on longer term investments.”

With more than 20 years serving in executive positions at leading technology companies, Laird was most recently with Cisco Systems as its internal investment portfolio manager. While there, he created a next-generation financial planning strategy by leveraging portfolio management to better plan and track investments. Prior to Cisco, Laird was the founding CEO of Redundant Networks. Laird has also held executive management positions at Marimba, IBM and Smartonline.

“Many organizations currently use the same, basic processes for long-range planning. The new best practice is to automate the planning process from end-to-end. It begins with structuring the necessary corporate governance to organize and align around a process,” said Laird. “Long-range planning is complex and portfolio management is a strong tool for aligning strategy and creating the kind of transparency needed to be responsive and make the right decisions.”

In early 2011, Planview announced a comprehensive new approach to the corporate financial planning process. While traditional budgeting tools have proven useful for planning and managing routine expenses and run rates, they struggle to provide the business context enterprises need to understand the impact of investments – capital projects, strategic initiatives and long-term business plans.

In conjunction with accounting systems, Planview Enterprise, provides downstream visibility into investment performance. Planview Enterprise provides all users with a collaborative portal environment that serves up relevant dashboards of analytics and reports indicating the performance both of investments and of programs that feed budgets; this ensures that spend and return are in line with expectations, enabling in-flight corrections when necessary.

### **About Planview**

For 20 years, Planview has been advancing the discipline of portfolio management, helping our customers change the way they manage people and money to make better business decisions. With a singular focus on portfolio management, Planview is the only company that combines customer-driven software, unmatched domain expertise, and proven best practices to solve each customer’s unique business problems. For more information, visit [www.Planview.com](http://www.Planview.com).

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