



IMAGINE YOUR DREAM  
BIGGER.

## David Nevas Promoted to Principal at Edison Ventures

**LAWRENCEVILLE, NJ, December 19, 2011** – The General Partners of Edison Ventures are pleased to announce the promotion of David Nevas to Principal.

David focuses on investments in Interactive Marketing and eCommerce companies. The interactive marketing and eCommerce team concentrates on innovative business models and companies in Digital Advertising Technology, Media Platforms, and eCommerce Infrastructure markets.

David joined Edison in 2007 as a Business Development Associate and has originated investments in Motionsoft, Netprospect, and CallCopy. David conducted due diligence for Edison's investment in Sanpulse. He currently serves as board observer of The Neat Company and previously was an observer of the Checkpoint HR board.

"David is a rising star in the venture capital industry. He has consistently shown an ability to identify high growth companies in emerging markets," commented Chris Sugden, Edison Managing Partner. "For the past several years David has developed deep domain expertise in Interactive Marketing and eCommerce. We are excited to add David's enthusiasm and value to this industry practice," Sugden continued.

David is active in numerous venture, entrepreneurial, and technology organizations. He is a frequent speaker at industry conferences and guest lecturer at The Wharton School and Penn Engineering EMTM program.

Prior to joining Edison, David held a variety of roles in the Software and Internet industries. As a manager at PE-backed A.C. Lordi, he built an IT Risk and Compliance business line focused on emerging growth and small public companies. As a consultant at IBM, he built high-performance analytical and financial processing applications for clients in the IT and Consumer Products industries. David began his career as a developer for a venture-backed startup in the mobile eCommerce space.

David earned an M.B.A in Finance from New York University and B.S. from Lehigh University in Information Systems.

### **About Edison Ventures**

Established in 1986, Edison partners with entrepreneurs, service providers and other financing sources to build successful companies. Edison provides capital and value-added services to late stage (\$5 to 20 million revenue), information technology businesses. Initial investments range from \$5 to 10 million. Edison typically serves as sole

-continued-

Page 2 of 2

or lead investor. In addition to providing expansion capital, Edison funds management buyouts, recapitalizations, spinouts and secondary stock purchases.

Edison's investment professionals are based in Lawrenceville, NJ, New York, NY, McLean, VA, Needham, MA, and Cleveland, OH. Industry specialties include financial technology, healthcare IT, enterprise 2.0, interactive marketing and ecommerce. Edison's successes include Cambridgesoft, Gain Capital, Liberty Tax, Marcam, Mathsoft, Neat, Octagon, Tangoe, Virtual Edge and many other information technology leaders, which have a combined market value exceeding \$5 billion. Edison Ventures currently manages over \$700 million and actively making new investments. For more information on Edison Ventures, please visit <http://www.edisonventures.com> and follow us on Twitter [@edisonventure](https://twitter.com/edisonventure).

Edison Ventures Contact:

Tricia Bradley  
609-873-9224 (direct)  
609-896-0066 (fax)  
[tricia@edisonventures.com](mailto:tricia@edisonventures.com)