

FRANKFURT, GERMANY, October 10, 2013 **/24-7PressRelease/** -- Francesco Incorvaia, Vice President of Sales of fluid Operations AG, has been recognized by Worldwide Who's Who for showing dedication, leadership and excellence in strategic business processes.

With nearly a decade and a half of practiced experience in his field, Mr. Incorvaia is uniquely qualified to manage a wide range of tasks on behalf of fluid Operations AG. Since 2010, he has overseen the company's sales on a global scale. Additionally, he provides next generation data center, infrastructure, and big data management opportunities, as well as innovative semantic technology.

An information technology, software and linked data company, fluid Operations AG provides enterprise software for unified and converged infrastructure management, on-demand enterprise application clouds, and a semantic data integration platform. Combining cloud computing and semantic technologies, fluid Operations also offers an innovative semantic platform and based on that a variety of products, including eCloudManager, Information Workbench or solutions for a Transparent Data Center or Dynamic Semantic Publishing.

fluid Operations is a leading provider of infrastructure and private/hybrid/public cloud management and linked data solutions, which are based on semantic technologies. The company works to provide an open platform which allows for the semantic integration of structured and unstructured data across business and IT stacks. When taken as a whole, fluid Operations' products deliver the flexibility needed to optimize and automate next-generation data centers with heterogeneous and converged infrastructure, cloud hosts, information management, collaboration, data integration, self-service IT, IT operations, and IT service management.

Prior to obtaining his current position with the company, Mr. Incorvaia served as a general manager of YADA Middle East LLC in Dubai, UAE, and he was responsible for overseeing the company's operations throughout the Middle East and Asia. As a co-founder of YADA GmbH, he was initially responsible for the professional services business, but he later took over later the management of global sales and business development. During his time as head of sales and business development, an enormous company growth was achieved, and business operations and several offices in EMEA and USA were built up as a result.

Since its foundation in 2000 as a distribution and consulting partner for eRoom, YADA has become an international specialist for cloud collaboration and cloud hosting with over 125 well-known customers in over 15 countries. YADA provides its customers with software and services that foster greater collaboration between employees in distributed teams or locations

and optimize and better manage enterprise content, projects and business processes. YADA's solutions are based on EMC Documentum eRoom and Microsoft SharePoint. Through its services, YADA offers clients advice on the best possible use of these technologies in order to benefit from their infrastructure up to the application. In addition, the company provides clients with cloud collaboration solutions into existing system environments, as well as SaaS, hosting services, software upgrades, data migration, training and maintenance services.

Mr. Incorvaia's successes in the industry can be attributed to his vast experiences, as well as his education. He studied Business Administration and Information Systems at the University of Applied Sciences in Pforzheim (Germany) until 1999. Before founding his own company he worked as Business Consultant for Heidelberger Druckmaschinen AG in Heidelberg (Germany), Zeneca Pharma GmbH in Plankstadt (Germany), as Consultant for Stellar One Corp. in Redmond, WA (USA) and the German Regulatory Authority for Telecommunications and Post (Reg TP) in Redmond, WA (USA). Thanks in large part to Mr. Incorvaia's work, YADA received a Partner of the Year Award from EMC Corporation in 2007. Looking toward the future, Mr. Incorvaia intends to continue growing the customer base in the global sales field, and take on with his global sales and marketing management responsibilities.

For additional information regarding fluid Operations AG (fluidOps), please visit <http://www.fluidops.com>.

About Worldwide Who's Who With over 500,000 members representing every major industry, Worldwide Who's Who is a powerful networking resource that enables professionals to outshine their competition, in part through effective branding and marketing. Worldwide Who's Who employs similar public relations techniques to those utilized by Fortune 500 companies, making them cost-effective for members who seek to take advantage of its career enhancement and business advancement services.

Worldwide Who's Who membership provides individuals with a valuable third-party endorsement of their accomplishments, and gives them the tools needed to brand themselves and their businesses effectively. In addition to publishing biographies in print and electronic form, it offers an online networking platform where members can establish new professional relationships.

For more information, please visit <http://www.worldwidewhoswho.com>.

Francesco Incorvaia Inducted into Worldwide Who's Who for Excellence in Strategic Business Processes

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