

## Former Symantec Senior VP Joins Rubicon Consulting to Lead Go-To-Market Practice

*Enterprise background supports client need for results-based strategy*

**LOS GATOS, Calif., July 17, 2007** – Rubicon Consulting, a leading strategy and marketing consultancy for tech companies, today announced the addition of Don Frischmann, former Symantec Senior Vice President, Brand Management and Communications, to lead Rubicon’s go-to-market practice. Frischmann will report directly to Nilofer Merchant, CEO.

Frischmann brings 30+ years of management experience in enterprise organizations. Prior to Symantec, he was with IBM where he led corporate and division level organizations in marketing, advertising, customer communications, television production, employee communications and educational outreach programs. He was responsible for IBM product public relations globally, as well as marketing and communications for key product line transitions.

"The addition of Don Frischmann as a principal at Rubicon extends the bench strength of our consulting ensemble. Rubicon uses senior operational talent to provide clients with practical go-to-market strategy. This complements our role as innovative leaders who help clients win markets," said Nilofer Merchant, CEO, Rubicon Consulting.

"Don is an outstanding leader with solid experience driving strategies and practices that deliver results. His consistent delivery of planning that works in the real world makes him the right choice to lead Rubicon’s go-to-market practice," said Katie Keating, senior director of customer engagement marketing, Adobe.

"Rubicon is known for building leading-edge market strategies and designing go-to-market programs for the new global economy," said Don Frischmann. "By blending the best of the new Internet media with traditional methods we help clients create new growth and discover new opportunities."

### **About Rubicon Consulting**

Founded in 1999, Rubicon Consulting helps high-tech firms win markets by designing their visions into strategies, developing strategies into plans, and making plans yield results. The firm works with global brands to young companies, defining new markets, launching products, establishing pricing and channel strategies, defending against large competitors, and entering new geographies. Rubicon Consulting principals and staff deliver provocative, actionable strategies paired with clear and practical action plans.

A partial list of the firm’s clients includes Adobe, Apple, Autodesk, Handmark, Hitachi Data Systems, Hewlett-Packard, Logitech, Nokia, and Symantec. Rubicon Consulting is privately held and online at [www.rubiconconsulting.com](http://www.rubiconconsulting.com). CEO Nilofer Merchant blogs at [www.winmarkets.com](http://www.winmarkets.com). Subscribe to the Rubicon Consulting newsletter, Insight, at <http://www.rubiconconsulting.com/thinking/index.html>.

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