**The University at Buffalo**

**Department of Computer Science and Engineering**

*presents*

**Agile Software Development**

*featuring*

**Bob Girardi**

**CEO SofTrek Corporation  CSE Graduate  Entrepreneur  **

**Bob Girardi, President and CEO, SofTrek Corporation**

Bob Girardi is president and CEO of SofTrek Corporation, developer of ClearView CRM fundraising software for nonprofits. Bob oversees the company’s overall business strategy and vision in addition to responsibilities related to marketing and product development. He has spent more than 30 years in the technology industry with expertise in product management, marketing management, strategic planning, and business development. Bob previously worked at IBM where he served as global brand leader for IBM’s Global Services Division, focusing on marketing strategy and world-wide marketing program development and execution. He has broad experience in technology product marketing, marketing program development/deployment, channel marketing planning, and marketing communications.

Bob is a summa cum laude graduate from the State University of New York at Buffalo’s Computer Science department where he also attended the MBA program with a concentration in marketing

Free Seminar **** Open to the Public **** Refreshments

Tuesday – April 19

101 Davis Hall – 5PM