



For Immediate Release

Veeva Systems Expands Leadership Team

Addition of Vice President of Europe and Chief Financial Officer Marks Important Expansion Milestone

PLEASANTON, Calif.— April 20, 2010 – Steady increase in market share and revenue for Pharma CRM leader, Veeva Systems, has laid the groundwork for rapid growth of its organization. The company recently expanded its executive leadership team with the additions of Dan Goldsmith, Vice President of Europe, and Tim Cabral, Chief Financial Officer.

Dan Goldsmith, who has spent more than a decade as a Life Sciences CRM consultant with IBM/PricewaterhouseCoopers and Accenture, has managed global IT/strategy projects at most of the world's largest pharmaceutical companies. Goldsmith is a trusted advisor to many senior executives at these leading companies and will leverage his expertise and experience to build upon Veeva's early success in Europe. The company launched its European Operations in 2009 with locations in Spain and Sweden.

“Over the course of the last twelve years, I have observed several significant, industry-changing events within the life sciences industry. Among these, the move towards cloud computing represents one of the most important technological advancements since the introduction of the Internet,” said Goldsmith. “A key ingredient in industry change and efficiency, cloud computing will empower organizations to drive to new business models, clearing the path for a period of unprecedented innovation.”

Tim Cabral comes to Veeva from Walsh Wireless, where he served as CFO/COO, and from Agistics, a venture-backed start-up focused on developing SaaS workforce software solutions that Cabral co-founded. Cabral also spent several years at PeopleSoft, Inc., where he held various leadership positions, including VP of Finance.

“Having worked with Tim for years, I know he is a strategic and dedicated finance professional. And Dan's strong reputation across the life sciences industry simply sets him apart,” said Peter Gassner, CEO of Veeva Systems. “As we continue to rapidly expand around the globe, Veeva will benefit greatly from the experience and leadership that both of these seasoned executives bring to our management team.”

About Veeva Systems

Veeva Systems is the leader in multi-tenant SaaS-based solutions for the global life sciences industry. Veeva has dozens of customers ranging from the world's largest pharmaceutical companies with thousands of users to emerging biotechs commercializing their first products. Veeva customers achieve the fastest time to value through the deployment of fully functional applications that are flexible, simple to deploy, inexpensive to operate, and provide a superior user experience. Veeva is a privately-held company headquartered in Pleasanton, CA. For more information, visit www.veevasystems.com.

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