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Lighthouse Computer Services Names Former IBM Executive Greg Berard General Manager, Sales and Services

Lincoln, Rhode Island, USA – Feb 1, 2015 – [Lighthouse Computer Services \(CS\)](#), a regional leader in IT solutions and services and an IBM Premier Business Partner, recently announced the appointment of [Greg Berard](#) to the position of General Manager, Sales and Services, effective immediately. A proven sales executive at IBM, Greg most recently served as Director of Worldwide Sales, Information Lifecycle Governance, leading a global team in developing and managing sales operations, go-to-market strategies, field enablement and demand generation, while meeting or exceeding revenue objectives.

As one of the fastest-growing IT services organizations in the Northeast, Lighthouse needed a leader with deep experience in both sales management and technical product knowledge and expertise.

Tom Mrva, Chief Executive Officer, noted: “We were impressed with Greg’s broad range of experience and skill sets, but especially by his reputation as an over-achiever, able to thrive and succeed in competitive and high-pressure situations. Everyone here believes he’s the right person at the right time to fulfill this critical leadership role.”

Greg Berard not only brings 12+ years of success leading sales teams, sales managers and global business development, but also has experience across the entire IBM product portfolio. Prior to his Director of Worldwide Sales role, Greg was selected to participate in IBM’s senior leadership training program and spent 10 months shadowing Steve Mills, IBM’s Senior Vice President and Group Executive for Systems and Software, where he cultivated a deep understanding of IBM’s hardware, software and services strategies.

Greg explained: “I am extremely appreciative of this leadership opportunity with a company of Lighthouse’s standing. My over-arching goal will be to increase Lighthouse’s reputation as New England’s Go-To Business Partner, while preserving its 20-year heritage of technological expertise and unparalleled customer service. Our shared focus will be on maintaining and expanding the heritage hardware business, growing the software and services practices, leveraging new technologies to optimize client IT investments, and strengthening our relationships with IBM and other valued business partners.”

