

Sharon Coddington Joins Expedience Software as VP of Marketing

BOSTON-- [Expedience Software](#), provider of next generation RFP response and document automation solutions, today announced that Sharon Coddington has joined the company as Vice President of Marketing. Ms. Coddington brings over 20 years of high-tech marketing to the role, and will be responsible for all facets of marketing including the company's branding, demand generation, marketing communications, and public relations.

"Sharon comes to Expedience Software with a proven track record of driving marketing strategies" said Melissa Mabon, Expedience Software Founder.

Prior to Expedience, Sharon held Marketing leadership positions at Advantage Business Media and, previously, at Pragmatech Software, where she joined Melissa Mabon and Brooke Savage to fuel the growth and brand awareness of the award-winning Pragmatech Software proposal automation product suite.

"I'm thrilled to be joining Expedience Software as it begins to reshape the competitive landscape in the document automation industry," Sharon Coddington said. "The Expedience Software Suite offers writers an innovative solution to RFP response, due diligence questionnaires, and compliance review built within the familiar environment of Microsoft *Word*. Document authors need a solution that will yield dramatic improvements in simplicity, accuracy, and efficiency in completing the challenging work of RFP and proposal production."

About Expedience Software

The Expedience Software Suite provides the ideal solution for RFP/RFI response, due diligence questionnaires, and compliance review. Expedience helps proposal professionals to create timely, accurate and attractive quotes and proposals using only one software platform – the simplicity of Microsoft *Word*. Expedience Software is recognized as a market innovator in the RFP/RFI automation industry providing simple solutions to respond quickly and accurately to revenue opportunities resulting in a greater volume of responses and increased win-rates. Expedience Software serves financial services, asset management, healthcare, legal, business services, manufacturing and technology organizations. For more information visit www.expediencesoftware.com.