

## **DitaExchange Grows Leadership Team with Software Industry Experts**

*Jim Nichols and Michael Tyrsted bring deep industry knowledge to team*

AARHUS, DENMARK and KING OF PRUSSIA, PA, USA – 13 April 2015 – DitaExchange™, a leading provider of structured content authoring and management solutions, announced today the addition of Jim Nichols as Vice President, US Operations and Michael Tyrsted, as Vice President, Engineering.

Nichols leads the DitaExchange Life Sciences Strategy and Operations team, which helps life sciences companies adopt new authoring processes. For over a decade, Nichols has held senior roles in the life sciences technology industry with in-depth knowledge of product management, marketing and service and support processes. Nichols has significant experience from the software development and delivery perspective as well as the regulatory compliance requirements that affect the daily operations of every life sciences organization.

Tyrsted is responsible for product development for all of DitaExchange's software solutions, leading development teams worldwide to build leading edge solutions that meet and exceed expectations from customers and industry as a whole. An avid believer in agile and lean product development principles, Tyrsted has experience working in companies ranging from local start-ups to the world's largest such as Microsoft and LEGO.

DitaExchange is recognized as an industry leader in the structured content management and authoring arena, working with companies around the globe to implement topic based authoring solutions that address both the needs of content authors and enable regulatory compliance.

"This growth in our leadership team strengthens our focus on regulated industries and enables us to more quickly help organizations develop a more seamless and simplified approach to integrated topic-based authoring," commented Steffen Frederiksen, founder and CSO. "To support increased demand for our solutions, DitaExchange has also made additions in the areas of sales, marketing, consulting and development."

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The company has also launched a new brand identity to coincide with the recent announcement of the latest version of its award winning structured content management solution, Dx4™.

**About DitaExchange**

DitaExchange is committed to simplifying the way regulated organizations create, manage, share and deliver important content through structured content management solutions that are built to run on the SharePoint platform. A leader in Structured Content Management, DitaExchange is a privately held company headquartered in Denmark with locations around the world. For more information, visit [www.ditaexchange.com](http://www.ditaexchange.com)

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