



## MiTek's BuilderMT and Sales Simplicity Announce New Staff Additions and Customer-Focused Initiatives

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**CHESTERFIELD, MO** – April 10, 2018 — MiTek® just announced new staff and customer-focused initiatives for its BuilderMT and Sales Simplicity software solutions.

“These appointments are part of MiTek’s continuing commitment to customer satisfaction for users of the BuilderMT and Sales Simplicity solutions,” said Tom Gebes, President of BuilderMT and Sales Simplicity. “Customer satisfaction is the key to our enduring success, and it’s a prime focus on our entire staff, which we continue to fine tune to deliver the best possible user experience.”

### **NEW HIRES:**

**Dan Gorski** has assumed a newly created position called “Client Success Manager.” Mr. Gorski has worked with a number of production home builders, implementing MiTek’s BuilderMT WMS and Sales Simplicity solutions multiple times. Reach Dan Gorski: [dan.gorski@buildermt.com](mailto:dan.gorski@buildermt.com) (303) 785-0109.

**Greg Durkin**, formerly of Service Software and Punchlist Manager, is MiTek’s new West Coast sales representative for BuilderMT, Sales Simplicity, and other associated software solutions. Reach Greg Durkin: [Greg.Durkin@SalesSimplicity.com](mailto:Greg.Durkin@SalesSimplicity.com) (303)459-7616.

**Jennifer Jackson** is MiTek’s new BuilderMT/Sales Simplicity “Client Advocate,” providing the voice of the client for these MiTek solutions. Reach Jennifer Jackson: [jennifer.jackson@buildermt.com](mailto:jennifer.jackson@buildermt.com) (303) 785-0108.

### **REALIGNMENTS:**

**Jon Jacobson** has moved to IT Support, to assist long-time MiTek employees Kim Slusser and Roger Long. (Reach Jon Jacobson: Jon Jacobson: [Jon.Jacobson@BuilderMT.com](mailto:Jon.Jacobson@BuilderMT.com) (303) 459-7619; Support Line: (877) 999-9776.

**Alicia Perri**, MiTek's Director of Operations for BuilderMT/Sales Simplicity will now also manage BuilderMT Professional Services and work with Dan Gorski, Software Development, and Client Services. Reach Alicia Perri: [Alicia.Perri@buildermt.com](mailto:Alicia.Perri@buildermt.com) (720) 917-8469

**Richard Boothman** is MiTek's new manager of the BuilderMT PlanServices™ division, as well as manager of the BuilderMT Estimating and BIM solutions. Reach Richard Boothman: [Richard.Boothman@BuilderMT.com](mailto:Richard.Boothman@BuilderMT.com) (940) 297-5125.

**Ward Griffith** will continue to oversee all sales of MiTek's BuilderMT and Sales Simplicity solutions. Reach Ward Griffith: [Ward.Griffith@BuilderMT.com](mailto:Ward.Griffith@BuilderMT.com) (214) 668-7997.

### ABOUT MITEK'S BUILDERMT

MiTek's BuilderMT solution provides highly-customizable workflow and building-process-management software that works in tandem with leading accounting systems and other wireless and jobsite productivity tools, such as CRM and warranty management. Over two decades, MiTek's BuilderMT solution has been purchased by more than 1,000 home builders and cumulatively used as a desktop workflow tool by upwards of 10,000 home building professionals. To learn more, visit [www.BuilderMT.com](http://www.BuilderMT.com), or call (888) 757-1991 ext. 271.

### ABOUT MITEK'S SALES SIMPLICITY

MiTek's Sales Simplicity solution is the leading sales automation, content management, lead management, eMarketing and reporting management tools for new single-family, semi-custom and custom homes, condos, and multi-family housing, or for use by realtors. Learn more: [www.SalesSimplicity.net](http://www.SalesSimplicity.net) or call (480) 892-2500.

### ABOUT MITEK

MiTek USA is a division of MiTek Industries, a diversified global supplier of software, engineered products, services, and equipment to the residential, commercial, and industrial construction sectors. MiTek Industries' passion for its associates' well-being and its customers' success is the company's hallmark. A Berkshire Hathaway company (NYSE: BRK-A, NYSE: BRK-B) since 2001, MiTek has operations in more than 40 countries on six continents. Learn more: [www.MiTek-us.com](http://www.MiTek-us.com) and [www.MII.com](http://www.MII.com).

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