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FOR IMMEDIATE RELEASE

Thoreson to Present at Microsoft's National Systems Integrator Executive Summit***Growing revenue and market share in a recovering, yet volatile economy***

Knoxville, Tenn., Feb. 2, 2010—Ken Thoreson, founder and principal of The Acumen Management Group, Ltd. (www.acumenmgmt.com) an international sales management consulting firm, is a featured speaker at Microsoft's National Systems Integrator Executive Summit for the leading Microsoft (www.microsoft.com) sales partners in Redmond, Wash. at the Microsoft campus Feb. 3-4. Encouraging partners to take advantage of early market recovery and Microsoft's largest launch year in Microsoft's history, summit presenters will highlight opportunities for taking market share and leveraging the "new economy."

"We asked Ken to speak to our partners because he consistently delivers insights that motivate and inspire excellence. He has also demonstrated his expertise in working with the channel community by creating programs that help our partners improve their sales results.

Jennifer Jobin, Microsoft NSI Manager.

Sharing his 20-plus years of sales leadership and management experience, Thoreson will present "Economic recovery: Growing revenue and share during a recovering, yet volatile economy." According to Thoreson, "While many organizations are waiting for the economy to bring them out of the recessions, successful organizations are being proactive. This is a discussion of how brilliant execution helps companies take advantage of the opportunity of a life time during the life time of the opportunity."

Thoreson, who is frequently an invited speaker at Microsoft partner conferences, has helped Microsoft partners for the past 13 years build high-performance sales organizations. The popular speaker and editorial contributor has also published articles in *Redmond Channel Partner Magazine*, *ChannelPro*, *Personal Selling Power*, *Reseller*

Management, Business Products Professional, Minnesota Technology, Minnesota Business & Opportunities, SmartReseller, and VARBusiness.

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About Acumen Management Group, Ltd.

Acumen Management Group, Ltd. is a sales-management consulting firm that helps organizations succeed in generating revenue growth, including early stage, turnaround, and major corporations throughout North America. The firm “operationalizes” sales management systems and processes that illuminate, motivate and rejuvenate sales efforts. In addition, to keynote presentations, seminars and products designed to improve business performance, the firm also facilitates the Sales Management Board of Advisors, develops and administers corporate sales certification programs. For more information about The Acumen Management Group, Ltd. and its services, visit www.acumenmgmt.com, call 423-884-6328, or email ken@acumenmgmt.com.

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