



**Charles Herel to Lead Graber Associates
Product Management and Marketing Practice**

*Will expand firm's offering in life-cycle Product Marketing and
Management of enterprise software applications*

Burlington, Mass. – October 27, 2009 - [Graber Associates LLC](#), a public relations, marketing, and research firm serving financial services firms, technology providers, and small businesses, today announced that [Charles Herel](#) will be leading Graber Associates' Product Management and Marketing practice.

Herel's expertise is in the definition, launch and marketing of enterprise software applications. At Graber he will lead a niche practice that includes complete life cycle product marketing and management for on-premise enterprise software and Software-as-a-Service (SaaS) providers focused on the financial services industry.

Herel's most recent corporate position was Vice President, Corporate Marketing and Product Management at FRS GLOBAL in Brussels, where he was responsible for the definition and launch of the company's flagship regulatory and risk products for global banks. He also revitalized FRS GLOBAL's worldwide corporate image. In 2006, he established Herel Product Management and Marketing.

"Our clients have been asking for more support in product lifecycle management," said company president Ray Graber. "Charles has been a practitioner of product marketing for almost his entire career. We are fortunate to have him associated with our firm. "

Prior to his tenure with FRS Global, Herel held corporate and product leadership roles at S1 Corporation, Edify Corporation, and Siemens ROLM Communications. At Siemens ROLM, he received US patent #5,825,869 for his work on "*Method and apparatus for skill-based routing in a call center.*"

Herel holds a Master's Degree in Business Administration - High Technology Management from Northeastern University and a Bachelor Degree in Computer Science & Mathematics from the State University of New York at Plattsburgh.

Graber Associates will be representing clients at the BAI Retail Delivery Conference in Boston, November 3 – 5, 2009. We hope to see you there.

About Graber Associates LLC

Graber Associates was founded in 2002 to bring expertise in **banking and technology** to clients in the financial services sector. Since then, the company has expanded to encompass the complementary disciplines of market research and marketing communications.

Graber Associates also serves clients in **small and mid-sized businesses** in the technology and financial services sectors; public and nonprofit entities; professional services firms; and startup businesses.

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