



**Charles Herel**  
**Director, Product Management & Marketing**

**Charles Herel's focus and expertise is on the definition, launch and marketing of enterprise software applications. Charles' practice includes complete life cycle product marketing and management for Software-as-a-Service (Saas) and on-premise based enterprise software across multiple market segments including financial services, B2B and contact center.**

**Charles became principal of Herel Product Management & Marketing in 2006. Prior to his starting his own firm, he was Vice President, Corporate Marketing & Product Management at FRS GLOBAL in Brussels. In this role, Charles was responsible for the definition and launch of the company's flagship regulatory & risk products for global banks as well as revitalizing the company's global corporate image.**

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

**Charles earned a Master of Business Administration in High Technology Management from Northeastern University and a Bachelor of Science, Computer Science & Mathematics, from State University of New York at Plattsburgh.**

**He resides in Sudbury, Massachusetts with his wife and 4 children.**