The BASIS Brass:

Who Are They?
Where Did They Come From?
And Where Are They Taking This Company?

George Hight, President and Chief Executive Officer

Who is he?

Even when George is not walking to any particular place for any particular reason, he moves there fast. He adores two adorable terriers. He has better taste in clothes than the majority of men on the planet. He has always been fascinated by computer technology, gadgets and concepts; accounting was simply an occupation.

Where did he come from?

George has a history with many of the people that formed BASIS in 1985; he worked with them at MAI BASIC FOUR Business Products, a division of an international hardware and software company. He holds a B.A. in business administration from the University of New Mexico and licenses in certified public accounting in New Mexico and California. He has started his own businesses, including an accounting firm. Before becoming BASIS' president in 1995, he was the chief financial officer (CFO) at the Business Products Division of Centex, a Fortune 1000 company.

Where is he going?

George wants to grow BASIS International Ltd. He wants to rejuvenate the Business Basic software market as a whole, creating products that can attract outsiders to Business Basic programming. He wants to see the Business Basic language break out of its small niche market status, becoming a viable development language for a much broader range of modern, mainstream business applications and opening new markets for experienced programmers and developers. He and his management team have defined the general objectives for BASIS for 1999 as (1) increase BASIS revenue by 20%, (2) develop fabulous products, (3) excite BASIS customers and (4) have fun doing it!

John Schroeder, Chief Technical Officer

Who is he?

Despite his adroit recall of intellectual things, John misplaces a lot of physical things. He's a good teacher. He loses money when he plays the stock market, and for that reason, his wife has taken over the stock decisions. One night a week, he comforts prematurely born infants at a local hospital.

Where did he come from?

John is one of the people with whom George has a history; both he and George worked at MAI BASIC FOUR. John holds a Ph.D. in theoretical physics from Fordham University. He has been with BASIS since 1990 and has 30 years of experience in software development and management.
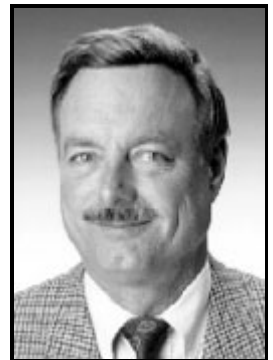
Where is he going?

John also wants to see the Business Basic market rejuvenated. Like George, his goals center on expanding the use of Business Basic for enterprise-level, mission-critical applications. Maintaining consistency from version to version is crucial to him. He calls himself one of the "historical guardians" of the BBx language and is working to ensure that the next generation of BASIS products dovetails with the last.

Joe Rose, Chief Financial Officer

Who is he?

As a self-proclaimed personal finance professor as well as a corporate CFO, Joe wants everybody to be rich, rich, rich. He gets two copies of the Wall Street Journal every day: one for himself and one for other employees' perusal. Sometimes, he clips articles and forwards them to other employees. He instituted open book management at BASIS, opening the company's financial records to all of its employees.

Where did he come from?

Joe is another one of the people with whom George has a history; Joe, George and John worked at MAI BASIC FOUR. After leaving MAI BASIC FOUR, Joe was the CFO for Nelson Research and Development Company, a pharmaceutical firm in California. He joined BASIS as Vice President of Finance and Corporate Secretary in 1991. He has a B.S. in engineering from Princeton and an M.B.A. from Stanford.
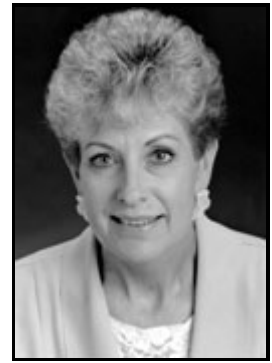
Where is he going?

Joe is a strong advocate of policies and programs that tie employee compensation to performance and company profitability. In his tenure, he has implemented 401k, stock-option and profit-sharing plans and open-book financial management at BASIS. He plans to continue and enhance programs that empower employees with responsibility for the company's success.

Peggy Lewis, Chief Operations Officer

Who is she?

Peggy can look a person in the eye, tell him he's completely wrong and do it in such a nice and humorous way, he'll leave feeling better than when she started. An accomplished horsewoman, she competes in the high-speed, dangerous sports of team penning and roping. She has by far the most organized desk of any management person at BASIS. This probably holds true for her mind as well.

Where did she come from?

Peggy is also one of the people with whom George has a history; Peggy, Joe, George and John all worked at MAI BASIC FOUR. Peggy is a rarity in New Mexico these days. A true native, she was born and raised in Gallup, New Mexico. She attended the University of New Mexico and New Mexico State University. She has been with BASIS for 14 years, from its inception, and has headed its operations since 1992.

Where is she going?

Peggy has plans for operations that delight BASIS employees, particularly sales and operations people, because they will make the accessing, updating and maintenance of account database information more automated. She is spearheading BASIS e-commerce efforts with plans to give customers access to their own account information and the ability to do online product ordering, payment and delivery.

Kevin King, Director of Engineering Services

Who is he?

Kevin lives on three to four hours of sleep a day. He has an almost musical twang to his speech, which is sometimes interrupted by his foot, but he's a great speaker and spins a great yarn. He's a man of many words, which are never the half of what he's thinking.

Where did he come from?

He holds a Master's degree in Computer Information Systems from the University of Phoenix. He has 15 years of management experience and came to BASIS after shepherding major projects from initial concept to market release at Correa Enterprises, Inc., a contract software development company.

Where is he going?

Kevin is committed to getting quality products out to customers on time. Like John, consistency between products and their interfaces and from version to version is crucial to him. He has grand plans for all BASIS engineering department areas, which include development, quality assurance (QA) and technical support. With its next generation of

products, BASIS caps its multiyear Volcano strategy and fulfills its development promise of delivering true platform independence and a consistent execution environment. The project involves the rewriting and cleaning up of the underlying Business Basic code, which will significantly enhance speed, performance and ease of use of BASIS products. As the rewrite of code takes place in engineering, the QA team is designing a comprehensive automated test suite, and Tech Support is enhancing the Online Knowledge Base and instituting a public defect-reporting system.

Jane McKenzie, Director of Sales and Marketing

Who is she?

Jane probably has more energy than the rest of the management team put together. She can sing just about any television or radio jingle ever produced. Other people want to catch up with technology. Technology needs to catch up with Jane so that perhaps one day, far into the future, she'll be able to work as fast as she thinks.

Where did she come from?

Jane holds a B.A. in political science from the University of Colorado and attended New York Law School. She, like George, has an entrepreneurial background, having started two businesses of her own. Before coming to BASIS, she was in the top 1% of salespeople with MCI, creating and implementing major sales projects such as launching MCI's prepaid phone card.

Where is she going?

Jane wants to enhance resellers' and distributors' ability to sell BASIS products with more information, training and support that are centered on creating effective bundles and solution suites for customers. Additionally, she is bringing a number of innovative account management techniques to BASIS and is working on making the BASIS Web site a more effective sales tool for both BASIS and its resellers and distributors.