

Tech company ScienceLogic to make Austin its sales, marketing hub

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Virginia-based information technology company ScienceLogic is making Austin its sales and marketing hub so it can tap into the area's talent pool.

To lead the effort, ScienceLogic has hired two former executives from NetQoS Inc., an Austin software company that CA Technologies acquired in 2009 for \$200 million.

Steve Harriman, senior vice president of marketing, and Scott Sherwood, senior vice president of sales, held similar roles at NetQoS and were instrumental in the growth of that company, ScienceLogic CEO David Link said.

In addition, Chris Cordray, ScienceLogic's co-founder and chief software architect, and Fred Johannessen, executive vice president of business development for ScienceLogic and a former BMC Software executive in Austin, are based here.

"We've made a significant investment in personnel over the last year and a half to drive growth, and many of those new hires are based in Austin, including our sales and marketing leadership," Link said. "We'll continue to seek top local talent to fill new roles within the business."

Founded in 2003, ScienceLogic sells IT services and cloud management software. Last year, the company raised \$15 million from New Enterprise Associates, which fueled the expansion in Austin, Harriman said.

"There's a rich talent pool here in network, systems and application management software, going back to the Tivoli Systems days, and the board thought it would be a good investment to leverage that," Harriman said. "Scott and I are building a marketing and sales base here, but if we find engineering talent, we now have the wherewithal to put them into an office. With videoconferencing between the two operations, that's certainly an option."

The company has 14 employees at its new Northwest Austin office and plans to reach 25 by early next year.

ScienceLogic doesn't disclose revenue, but according to figures from Inc. Magazine, its revenue grew more than 500 percent between 2005 and 2008, when it posted sales of \$5.9 million.

The company's 150 customers are mostly concentrated on the East Coast and in the Mid-Atlantic region, and the focus is now on breaking into new geographies, Harriman said.

"We've expanded into the West, the South and overseas, and Austin will play a key part in that growth," he said.

Courtesy of JB Goodwin