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BenchmarkQA Celebrates 25th Anniversary and Expands Leadership Team with Addition of Jeff Roth

January 9, 2012 Minneapolis . Software quality assurance and testing consultancy, BenchmarkQA, celebrates its 25th anniversary this year and expands its service capability with the addition of QA guru+ Jeff Roth as vice president of consulting services. Roth will help lead the company and support their continued steady growth. His extensive background in software performance testing, test automation, agile testing and mobile technology expands this growing company's repertoire of services in software quality assurance.

The increase in demand for results-driven quality assurance programs has created new demands and challenges for QA and testing organizations. Our goal is to help our customers stay on top of changes in technology as well as the new tools and testing techniques that can help them be more efficient and resolve their quality challenges,+says Molly Doyle Decklever, senior vice president of BenchmarkQA. Bringing Jeff into our leadership team will ensure we continue to innovate and develop as a solution provider to meet these complex and evolving challenges. Jeff is a change agent who knows how to work with challenging environments and create the internal alignment needed to get the job done. He's a technology rock star in so many areas of QA and testing . we are pleased to be able to leverage his expertise to help our clients get great results.+

Picking up on Decklever's comment, Roth says, My experience consulting for Fortune 500 and 100 corporations allowed me to roll up my shirt sleeves and dig into large, complex projects and help clients improve quality and manage costs.+ Roth will share his expertise to assist BenchmarkQA's customers develop and implement innovative solutions to quality problems. He stated, It's rewarding to help a customer create a reliable, effective internal quality program and then hand over the reins. My personal sense of accomplishment comes from knowing the client is now self-sufficient and got a great return on their investment in quality by bringing me and my team into their project.+

Roth is experienced in establishing QA/test infrastructure, including implementing and managing enterprise-wide QA services. His experience spans a variety of industries, from a financial services company where he implemented an Enterprise Quality Assurance program to a Fortune 500 retailer where he architected an internal performance testing service and managed the QA team. Finance, medical device, manufacturing and healthcare are industries serviced by Roth over the course of his 19 year career in IT.

At BenchmarkQA, Roth will be responsible for managing and growing all areas of the company's consulting services line of business and supporting operational improvements required to grow new practices and service areas. I look forward to building practices in mobile and outsource testing, and nurturing their test automation and performance testing services.+

Roth continues, Operating with integrity drives how BenchmarkQA does business, which I am sure is a big part of why they've been around since 1987 . before most had ever even heard of software quality assurance. There is huge opportunity- demand really- for innovation in the QA marketplace and

BenchmarkQA is well positioned to meet that demand. I'm very excited to be a part of leading this company.+

About BenchmarkQA

BenchmarkQA, headquartered in Minneapolis, MN, has provided exceptional quality assurance consulting and testing services to its clients for 25 years. They help software project teams deliver high-caliber software with greater efficiency and cost control, through process improvement strategies, training, guidance, and the productivity of highly-skilled QA professionals. As a service to the Twin Cities QA community, BenchmarkQA offers free Software Quality Forums focused on relevant topics to the QA industry. For more information, please visit www.benchmarkqa.com.

For additional information about this or upcoming events, or services available through BenchmarkQA, contact Cindy Jokinen, Marketing Manager, 952.392.2390, cindy.jokinen@benchmarkQA.com.

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