

Mark Zerbe joins BluLogix as Chief Revenue Officer

Veteran Enterprise Technology Leader Will Oversee Sales Operations for High-Growth Billing Technology Platform

McLean, Virginia, January 4, 2020 – [BluLogix](#), a market-leader in subscription billing and revenue management (SBRM), announced that [Mark Zerbe](#) has joined as Chief Revenue Officer. Reporting to the CEO, [Youssef Yahgmour](#), Mark will oversee and provide strategic guidance to accelerate growth of the BluLogix enterprise sales organization and go-to-market strategy.

Mark brings 35 years of experience in the technology and services industry, with a proven track-record of leading three organizations from early-stage development to scale. Under his direction and leadership, Mark built and scaled sales operations that contributed to a dozen acquisitions and multiple divestures, including Kent Electronics (acquired by Avnet), Dimension Data (acquired by NTT) and Core BTS (PE transaction).

“I want to be sure any technology we sell simplifies a business problem and helps our customers grow and scale,” said Mark. “BluLogix is turning the traditional billing model on its head with a methodology that ensures implementation success and a platform that slides right into existing environments without disruption.”

Mark joins the team along with several new sales and marketing hires as part of the strategy to support the rapid growth of the company.

“We were looking to invest in the right person with both the proven experience and the willingness to be a hands-on, active player,” said Youssef Yaghmour, BluLogix CEO. “I am pleased to have him join our team as we embark on our biggest expected growth year to date.”

About BluLogix

As the world’s most experienced B2B billing and monetization experts, BluLogix delivers a subscription and consumption billing platform that accelerates revenue growth, enables digital transformation, and empowers channels. BluLogix is committed to helping customers solve complex billing problems by leveraging a proven, adaptable billing and monetization methodology.

Media Contact
Angelica Boiteux
aboiteux@blulogix.com

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