



## **Blue Cod Technologies Appoints Simon de Montfort Walker Chief Outsourcing Officer**

**MARLBOROUGH, Mass. – March 14, 2011** – Blue Cod Technologies, Inc., the leading provider of technology-enabled services for the property and casualty (P&C) insurance industry, today announced that Simon de Montfort Walker has been appointed chief outsourcing officer and executive vice president of operations, effective April 1, 2011. This newly created position expands upon Walker’s current responsibilities for Blue Cod’s outsourcing operations, which includes Business Process Outsourcing (BPO) and IT Outsourcing (ITO).

“Since Simon joined Blue Cod, he has helped us meet key tactical and operational goals for our complex service operations,” said Jeff Brown, CEO and co-founder, Blue Cod Technologies, Inc. “Simon is a major force in expanding our outsourcing offerings, increasing efficiencies and continuing to drive high customer satisfaction and loyalty. As chief outsourcing officer, Simon brings the focus and expertise needed to drive our onshore BPO and ITO business forward.”

Walker has led Blue Cod’s outsourcing and technology teams as vice president of operations since 2009. In this role, Walker directed the realignment of the company’s BPO and ITO to enable Blue Cod to scale its offerings to accommodate future growth. Walker’s success positively affected Blue Cod’s operational efficiencies, greatly improving gross margins for the company. Elevation to the role of chief outsourcing officer will allow Walker to focus on developing the strategy and execution plans for further expansion of Blue Cod’s outsourcing solutions.

“Blue Cod’s growth strategy is aggressive, but is based on strong marketplace acceptance,” said Walker. “I am excited to help lead the company through our next phase of growth by focusing on operational excellence and innovation. These goals serve Blue Cod, but more importantly, will help our clients continued need to scale and innovate in their markets.”

Prior to joining Blue Cod, Walker served as general manager at Octavian, a SaaS solutions firm. Previously, he led Unicorn Solutions as CEO, focusing on company strategy, sales effectiveness and operational excellence. Walker successfully negotiated the sale of Unicorn to IBM. Prior to Unicorn, Walker served as a director of business consulting at Sapient Corporation. Walker is a frequent speaker and editorial contributor on key insurance industry trends.

### **About Blue Cod Technologies, Inc.**

Blue Cod Technologies, Inc. is a leading provider of onshore technology-enabled services for the property and casualty (P&C) insurance industry. The company offers Business Process Outsourcing (BPO), Professional Services and Information Technology Outsourcing (ITO) to address the service, support and technology needs of start-up, SMB and enterprise-class insurance providers in the Homeowner, Auto, Farmowners, Earthquake and Commercial Package markets. Blue Cod’s team of experienced insurance, technology and implementation specialists deliver high-end insurance services at a lower operational and capital expense than can be achieved through an organization’s internal staff. Blue Cod Technologies offers customers the ability to create customized solutions or take advantage of specialized programs such as CEA Process, FAIR Plan Process, Assigned Risk Auto and Coastal Homeowner that bundle services to address common insurance challenges.

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