

PRESS RELEASE

May 1, 2024

Intellimedia is excited to announce the promotion of Mike Priest to President of the company, effective May 1, 2024. Mike joined Intellimedia earlier in 2024, with the goal of expanding our leadership capacity and providing additional strategic focus to the organization, to drive the next phase of Intellimedia's growth. His promotion is a reflection of the exception skillset he brings to the company, and Intellimedia's commitment to continued growth and innovation.

Mike brings more than 10 years of experience holding CEO, COO, and CTO positions across a variety of innovative software companies, including Nevermind, Yidentity, Trifork Learning Solutions, and JumpSeat Software. He combines a strong technical and development skillset, with the ability to build and manage teams, and to lead and guide the strategic direction of a growth-focused company.

Intellimedia Founder and CEO, Ahmad Jawad, comments: "It is critical to the future growth and success of Intellimedia that we bring on a strong President to expand our internal capacity and push us all towards continuous innovation. Mike was the perfect fit for this role, both technically and culturally, and I am thrilled that he accepted this challenge. In his short time with us so far, he has earned the respect and appreciation of our team and has already implemented several positive changes designed to position Intellimedia for continued growth. While Mike has already met several of our customers, we look forward to introducing him to many more of our key partners throughout the rest of the year."

Mike Priest, President, expressed: "I am extremely excited to join the leadership team at Intellimedia given the company's longstanding commitment to its customers and its exceptional team. Intellimedia has shown itself to be a dynamic, innovative leader in Alberta, enabling schools to increase their use of data and technology to provide better learning outcomes for students, and more efficient processes for teachers and administrators. I am eager to play a critical role in the continued innovation of the company, as we push Intellimedia to the next level."

For additional information or any questions regarding this announcement please contact Ahmad Jawad at ahmad@intellimedia.ca or Mike Priest at mike@intellimedia.ca.

ABOUT INTELLIMEDIA:

Founded in 2006 and based in Edmonton, Alberta, Intellimedia offers licensed software solutions and technical professional services to K-12 schools and school districts. Intellimedia's solutions help maximize the value of data as well as increase organizational capacity to ease administrative burden for schools and districts.