



Patrick Ervin
Vice President of World Wide Marketing and Sales

Patrick Ervin leads the Alien Technology marketing and sales teams for North and South America, Europe and Asia, including all direct and channel related sales efforts. He joined Alien in 2005 as VP of Business Development for the Retail and CPG industries, and assumed responsibility for Sales in 2006. Mr. Ervin is a Retail industry expert, with 25+ years experience in sales, marketing, and product management roles focused on delivering technology solutions to large retail chains, including senior leadership roles at Retalix, IBM, and Lyceum Interactive. At Retalix, as Executive VP of Sales and Marketing, He was instrumental in driving year to year revenue growth of more than 30% between 2003 and 2005. At IBM, he excelled in various leadership positions in sales, channels, and product management between 1986 and 2001.