



## Autodesk Names Steve Blum to Lead Worldwide Sales and Services Organization

February 14, 2011

SAN RAFAEL, Calif., Feb 14, 2011 (BUSINESS WIRE) --

[Autodesk](#), Inc. (NASDAQ:ADSK) today announced the appointment of Steve Blum to senior vice president, worldwide sales and services, for Autodesk. Reporting to the company's President and CEO, Carl Bass, Blum will be responsible for the execution of sales and services of Autodesk's entire portfolio of leading [3D design](#), engineering and entertainment software.

"Steve brings deep knowledge of the company and excellent business and leadership acumen to his new role," said Bass. "He has built strong relationships with our partners and customers. We're all very excited to welcome Steve to his new role and look forward to his continued contributions to Autodesk."

Blum has been with Autodesk for eight years, heading up Autodesk's Americas Sales organization. In that capacity he has been responsible for driving sales, channel strategy, sales execution and field marketing throughout the Americas. Under Blum's leadership, the Americas revenues more than doubled. He also spearheaded the [Autodesk Assistance Program](#), which has provided tens of thousands of out-of-work architects and engineers with free\* software and training to maintain their skills in a down economy. Blum has been named CRN "Channel Chief" for the past two years. Prior to Autodesk, Blum was executive vice president of sales and account management for Parago, Inc.

### About Autodesk

Autodesk, Inc., is a leader in [3D design](#), engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries -- including the last 15 Academy Award winners for Best Visual Effects -- use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit [www.autodesk.com](http://www.autodesk.com).

*\*Free products are subject to the terms and conditions of the end-user license agreement that accompanies download of the software.*

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