



Autodesk Names Ken Bado as Vice President of Worldwide Sales for the Design Solutions Division; Bado Brings Nearly 20 Years of Global Technology Sales and World Trade Experience

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SAN RAFAEL, Calif., Nov 5, 2002 (BUSINESS WIRE) -- Autodesk, Inc. (Nasdaq:ADSK), the world's leading design software and digital content company, today announced the appointment of Ken Bado as vice president of worldwide sales for the Autodesk Design Solutions Division. Bado joins Autodesk with a noteworthy career in technology sales encompassing nearly 20 years of experience from Innoveda, Inc., Centric Software, Inc., Mentor Graphics Corporation, Accgraph Corporation, and Intergraph Corporation. As vice president of worldwide sales, Bado's organization will be responsible for approximately \$850 million in revenues across the Americas, APAC and EMEA regions. Autodesk Design Solutions Division comprises the Building Industry Division, Manufacturing Division, GIS Division, Building Collaboration Services and Manufacturing Collaboration Services.

"Ken comes to Autodesk with considerable industry expertise and impressive experience in driving sustained results," said Carl Bass, Autodesk executive vice president, Design Solutions Division. "To drive continued growth, he brings a holistic approach to global sales management. We are delighted to welcome him to the Autodesk management team."

Prior to joining Autodesk, Bado was the executive vice president of sales and consulting at Innoveda, Inc. Bado has also worked in a variety of other capacities in the technology industry. He held the position of executive vice president of operations at Centric Software, Inc. (design collaboration), where he developed sales training in order to speed market acceptance, hired sales and consulting staff, and closed many significant engagements.

Prior to Centric Software, Inc., Bado worked with Mentor Graphics for 11 years where he held positions of increasing responsibility in sales management, marketing, customer support and consulting. His tenure at Mentor Graphics culminated in the role of senior vice president of world trade, where he effectively managed 1,200 employees worldwide in customer support, consulting and sales. Bado began his career with Intergraph where he was one of their top sales representatives selling manufacturing, GIS and AEC solutions. He later managed direct sales of their AEC products in the central US out of Chicago. Bado holds a BS in mathematics from Bethany College in West Virginia and conducted post graduate studies at Wright State University, Southern Methodist University and University of California, Berkeley.

About Autodesk

Founded in 1982, Autodesk, Inc. is the world's leading design software and digital content company. Autodesk offers solutions for professionals in building design, geographic information systems, manufacturing, digital media, and wireless data services. By delivering progressive products and services, Autodesk helps customers create, manage, use and maximize the value of their digital data throughout the lifecycle of their projects. For more information about the company, see www.autodesk.com.

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