



GroundWidgets announces the hiring of Steve Power as COO.

January 1, 2013 – GroundWidgets (GW), an innovative software and technology development company is pleased to announce the addition of Steve Power to the Executive Management Team, as the Chief Operating Officer.

Steve Power will lead the day to day operations at Orissa Holding effective January 1, 2013. In this capacity Steve will oversee the sales and marketing, operations, implementations, and customer account management functions for the firm. Steve brings tremendous wealth of knowledge and experience in running operations and dealing with large, mid-sized and small customers on a global basis. He has demonstrated he can lead large organizations, deliver results in tough environments, create new business models, and improve overall profitability.

Steve has been involved in the ground transportation industry since 2007. Steve was the COO of a ground transportation company in China and helped design and implement the first multi- language ground transportation solution for twelve markets in China. Previous to the ground transportation role, Steve spent 12 years at American Express as a business card & travel operations executive. Steve held numerous roles at Amex running travel operations (call centers), travel support functions (back office, implementations, compliance, and re-engineering) and managing various customer segments including: small and mid-sized accounts; large market accounts; and global accounts. Prior to Amex Steve worked 13 years for the General Electric Company in procurement, production and inventory control, and operations roles.

Steve is adept at managing during times of uncertainty and change due to online adoption; price transparency; business interruptions; over-capacity and cost pressures. He is skilled at attracting, developing and retaining top talent and building high performance teams. He is versatile and results-oriented with a track record of increasing shareholder value, and has a passion for customer satisfaction, continuous improvement, and compliance.

About GroundWidgets:

GroundWidgets is an entrepreneurial technology company driven and managed by founding developers and technologists. GroundWidgets is exclusively focused on consulting and development of applications for the ground transportation industry harnessing the collective institutional knowledge of its founders and their experience of over 25 years in the ground transportation industry. For further information you are invited to visit our home at www.groundwidgets.com