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## **AccuFund Announces Appointment of Veteran Sales Professional with Non-Profit Sector Experience to Eastern U.S. Sales Management Position**

*Joseph C. Sabella Brings 18-Year Record of Achievements in Sales and Specialization in Software for Non-Profits*

**Needham, MA – March 29, 2013** – AccuFund, Inc., provider of financial reporting and accounting software for non-profit, municipal and government organizations, today announced that senior sales professional, Joseph C. Sabella, has joined the company as the eastern U.S. sales manager. Mr. Sabella’s responsibilities will include working with AccuFund reseller partners in the eastern half of the United States to drive sales in that region, recruiting new partners from across the country, and helping users of manual and outdated accounting systems understand the benefits of the AccuFund Accounting Suite.

Mr. Sabella possesses over 18 years experience as a sales professional, working in consulting, technical services and managerial roles. He has a career-long record of achievements in sales, and recognition of those achievements, which include exceeding sales quotas, increasing the number of retainer clients and renewals, and setting company sales records. His most recent experience included sales of software to the non-profit sector as Director of Sales at PG Calc, provider of products and services for charitable gift planning and planned gift administration. Previously, Sabella served in sales roles in the publishing and education industries.

“I have enjoyed my experience working with non-profits and providing them with beneficial software and services, and so I welcome the opportunity to continue to do that with AccuFund,” stated Sabella. “I am honored and thrilled to be part of the AccuFund sales team. I look forward to discussing our accounting solutions with nonprofits and government agencies and to working directly with our partners to better serve our customers and prospects.”

“Joe brings not only his wealth of experience and success as a sales consultant and manager, but an understanding of non-profits and their financial software needs,” stated Peter Stam, president of AccuFund, Inc. “With someone of Joe’s caliber added to our team, we look forward to expanding our reseller channel and working with both customers and resellers to communicate the advantages of the AccuFund Accounting Suite.”

## **About AccuFund**

AccuFund, Inc. provides scalable accounting software systems to nonprofit organizations and government agencies. The AccuFund Accounting Suite fulfills the market's need for an accounting solution that is more sophisticated than off-the-shelf products, yet much less expensive, complex and difficult to use than the higher end offerings. AccuFund's products are available exclusively through Value Added Resellers (VARs) located throughout the United States. The VARs provide AccuFund's customers with cost-effective onsite training and installation assistance.

For more information, call 877-872-2228, email [peters@accufund.com](mailto:peters@accufund.com) or visit [www.accufund.com](http://www.accufund.com).

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