



FOR IMMEDIATE RELEASE

Thiru Ganesan Named President and CEO of Kyyba, Inc.

Company co-founder and former COO will focus efforts on accelerating expansion across the globe

Farmington Hills, Mich., Aug. 30, 2016 — Kyyba, Inc., an international staff augmentation firm, today announced that COO Thiru Ganesan has been promoted to president and CEO of the company. He succeeds Tel Ganesan, who will transition to Chairman of the Board.

“I am truly honored by the confidence that the company, its people and Tel has in me. I am very excited to step up and lead a team of such talented and passionate people who have contributed immensely to the success of Kyyba,” said Thiru Ganesan. “In my new role, my core focus will be accelerating expansion of our business in other cities within the U.S., Canada and Asia through organic growth and Merger and Acquisition opportunities. In addition, while continuing to take our services in the automotive industry a notch higher, I envision us exploring other domains as well.

Kyyba has witnessed many phases of growth and changes. We will continue these efforts and achieve the target of becoming a \$1 billion company with the support of our valued customers and dedicated employees.”

Thiru Ganesan, the co-founder and, now, former Chief Operating Officer of Kyyba Inc. was instrumental in building the company’s business when he joined in 2007. During his time in that position, he helped drive new business development efforts and provided direction via daily prioritization and continuous monitoring of new and ongoing initiatives.

“Thiru’s long years of leadership, coupled with his experience, makes him the ideal person for this role,” said Tel Ganesan. “He has been a very important and strategic partner during Kyyba’s growth and it is now time for him to lead our company going forward. I will work very closely with Thiru to continue to ensure that Kyyba makes a positive impact for all stakeholders, including our customers and team members.”

In an internal address to his team, Tel Ganesan remarked, “Kyyba has always been my greatest accomplishment and was started with nothing. Now it’s time to find out if I can do it again in other ventures. The company is strong and our employees are even stronger. We are still fast growing and our 16 percent year-over-year increase is nothing short of remarkable. I leave you in great hands and look forward to continued growth. I welcome you to all join me in congratulating Thiru in his new role and in giving him all of your support during this transition period and after.”

In addition to his duties at Kyyba, Thiru Ganesan is the founder and president of Chola Power (P) Ltd (CP), an organization that has been pioneering solar electric design and installations for more than 15 years.

A resident of West Bloomfield, Mich., Thiru Ganesan received his bachelor's degree in computer science in 1995 from Madurai Kamaraj University in India.

About Kyyba, Inc.

Kyyba Inc., is a global staff augmentation and project solutions firm headquartered in Farmington Hills, Michigan with multiple locations across the globe. Kyyba provides customized staffing solutions delivering qualified employees in various disciplines to allow clients to adjust staffing needs to fit business demands. Industry areas include, but are not limited to: Automotive, Education, Financial Services, Public Services, Aerospace and Defense, Insurance, Transportation, Technology, Government, Healthcare and Medical, Manufacturing and Oil and Energy.

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