

**Media Contact:**  
Melissa Sider  
Phone: (800) AST-0002  
Email: msider@astcorporation.com



## New Account Executive Announced for Serene AST, LLC

**Naperville, IL June 10, 2016:**

Serene AST, LLC is pleased to announce that Nino Bahouth has joined our team in the role of Account Executive for the Northeastern United States. Mr. Bahouth recently worked for Oracle Corporation as an Application Sales Representative for the Oracle Customer Experience (CX) product suite.

Serene provides services around the Oracle CX suite of products, for which Mr. Bahouth will advertise and generate sales, and have been recognized as one of the top Oracle CRM and data management leaders. In addition, Mr. Bahouth will focus on growing business relationships and supporting customers in the Northeast region.

We are very pleased that Mr. Bahouth has joined the Serene team. He brings a wealth of CX software and solution experience, making him an invaluable asset to business development teams during the sales cycle.

### About Serene AST, LLC

Established in 2003, Serene AST, LLC is a Systems Integration company located in the San Francisco Bay Area. Serene delivers integrated IT solutions to organizations including, but not limited to, the following industries: Hi-Tech, real estate, biotechnology & pharmaceuticals, financial services, manufacturing, and communications & media. Serene's primary differentiator is the quality and expertise of the personnel it hires and makes available to its clients. Serene has been successful in hiring and retaining the best talent in the industry. Its consultants have played key leadership roles on several projects and have the domain and technical expertise needed to make its clients successful.

### About AST Corporation

Established in 1995, AST Corporation is a Platinum-level member of Oracle PartnerNetwork (OPN), Specialized Oracle Applications and Technologies systems integrator, an Oracle University training and delivery partner, and a certified Oracle Cloud Services implementation provider. AST's services encompass all aspects of Oracle E-Business Suite, Business Intelligence, Enterprise Performance Management, Middleware, Master Data Management, and Customer Relationship Management implementations, as well as flexible on-shore & off-shore Managed Services, and comprehensive Oracle University courses. In September 2015, AST acquired Santa Clara, California-based Serene Corporation, a recognized brand in the Hi-Tech, Health Sciences, Engineering & Construction, and Financial Services industries. Serene Corporation, a leader in Oracle Customer Relationship Management and Master Data Management implementation services, strengthens AST's ability to deliver complex enterprise applications projects across a wide array of industries. AST serves industry-leading public sector and commercial organizations: municipal, state, and federal government; public transportation; airport and seaport; K-12 and secondary education; utilities/energy; manufacturing; insurance;

retailing; telecommunications. Clients look to AST Corporation for leadership and assistance in systems integration, business process redesign, project management, systems administration, and training.

## Trademarks

Oracle and Java are registered trademarks of Oracle and/or its affiliates.