



Poquet's Ed Esber

Poquet Names Esber Acting Vice President

BY MARK STEPHENS AND PATRICIA J. PANE

SUNNYVALE, CA — A management shake-up at Poquet Computer Corp. last week resulted in the reappearance of a familiar PC industry figure — Ed Esber. The former chairman and CEO at Ashton-Tate was dubbed acting senior vice president of marketing and sales at Poquet.

Esber, who joined the notebook computer company's board of directors last month, said the job "We are actively seeking a permanent candidate, so I am not in this job for the long run," Esber said.

As Esber was brought in, Poquet founder Stay Prodromou relinquished his duties as president and CEO, becoming vice chairman. Poquet chairman Robb Wilmot has added president and CEO to his list of titles.

"The company is working in two parallel marketing efforts: high-level alliances, which Stay is handling, and broad-based promotional programs, which Ed is handling," said Gerry Purdy, director of marketing.

"We are committed to putting into place whatever it takes, in terms of advertising and PR efforts, to make a significant increase in the company's revenues," Purdy said. "I believe Ed will take this opportunity to develop and grow the company and succeed."

Esber is no stranger to the Poquet's founders, with whom he worked when all were employed at Texas Instruments, Purdy said.

Esber has no plans to give up his role at Ashton-Tate, or to move from southern California, and will commute to Sunnyvale three to four days a week.

Prodromou and three others founded the company in 1988, pooling \$650,000 to fund it. After being turned down by venture capitalists, Fujitsu invested an estimated \$15 million in the company.