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STOCK & OPTION SOLUTIONS' TEAM IS GROWING

SOS Outsourcing group fills new management roles with industry leading experts

Campbell, California, May 31st, 2016 - Stock & Option Solutions (SOS), a leading provider of stock plan outsourcing, temporary staffing and professional services, today announced the hiring of Madori Playford and the appointment of Dan Shickler as the Managing Director of SOS Outsourcing.

Shickler has worked with SOS since 2011, mostly serving on the SOS People Solutions Team. The promotion to Managing Director, SOS Outsourcing comes at a time when the team is preparing for exponential growth. Dan's twenty-plus years of operations experience and determination will be invaluable in building a framework for SOS to deliver cost-effective outsourced stock plan management to its clients.

"I am looking forward to helping take SOS to the next level! There are thousands of companies, public and private, where the requirements of the stock plan function are a great fit for outsourcing. Our priority will be improving and enhancing the way we do things to more easily take on all comers from this vast and expanding market", says Shickler when asked how he sees himself fitting into the role of Managing Director of Outsourcing.

Playford will support the SOS Outsourcing team working from the SOS headquarters in Campbell, California where her role will focus on strengthening and streamlining operations.

Playford began her financial services career in 1999 at E*TRADE where she obtained her broker's licenses, was a founding member, and then became the supervisor of the Customer Service Quality Assurance team. In 2004, Madori transitioned to the Optionslink (E*Trade predecessor) Outsourcing team where she began her career in stock administration. Since her tenure at E*TRADE, Madori has held multiple positions within the equity industry at companies such as Whole Foods, Atheros, Infoblox and Equinix. Madori supplemented her undergraduate degree in Business and Human Resources with a Master's degree in Management. She enjoys public speaking and has presented at various conferences including NASPP, E*TRADE Directions and the CEP Symposium. In her leisure time Madori enjoys spending time with family and friends, playing with her dog Poppi, reading and shopping.

Playford says of her new role, "I am very excited to join the SOS team and look forward to working with clients, while helping the company grow."

Henley Hom, COO, is excited about the additions to the team and expects that, "We are already seeing the benefits of bringing on the talents and experience of Dan and Madori. Their addition reaffirms our commitment to building a scalable equity administration service that transforms how every company thinks about managing their stock plans."

Stock & Option Solutions, Inc. (SOS) is a leading provider of [stock plan administration](#), management and [equity consulting services](#) for companies offering equity compensation and benefit programs to its employees. Since 1999, hundreds of organizations, from private start-ups to Fortune 500 companies, have relied on [Stock & Option Solutions'](#) expertise for strategic planning, methodologies and skilled resources to build and support the most effective stock administration programs possible. The company offers its services through [Staffing](#), [Outsourcing](#), and [Professional Services](#). For more information about Stock & Option Solutions, please visit <http://www.sos-team.com> or call 408.979.8700.

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