

A NEW CHIEF AT ASHTON-TATE

Edward M. Esber Jr., 32 president of software publisher Ashton-Tate Inc., was named chief executive, succeeding David C. Cole, also 32, who resigned in November. Esber joined Ashton-Tate as a consultant last January and became executive vice president of marketing and sales in May. The chairman's role will be filled by an executive committee composed of three board members: Esber Carmelo J. Santoro, who had been acting chairman, and Hal Lashlee, a co-founder. Ashton-Tate, in Culver City, Calif., expects to sell \$80 mil. lion worth of software for personal computers in 1984.

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