

# DIRECT TECHNOLOGY PROMOTES RICK NELSON TO CHIEF EXECUTIVE OFFICER

## *Technology Consulting Firm Expands Business Development*

### **For Immediate Release:**

Roseville, CA – Direct Technology, one of the largest privately held custom software development houses on the West Coast, today announced the promotion of Rick Nelson to the position of Chief Executive Officer. As part of Direct Technology’s program to expand its technology consulting business across North America, Nelson will spearhead business development and forge strategic relationships in all new and emerging markets.

Based at Direct Technology’s headquarters in Roseville, Nelson has provided sales and operations leadership for Direct Technology for five years. His energetic leadership and spirit has built a reputation in strong decision making for clients, creating and implementing sales strategies, and a level of professionalism that consistently delivers value to Direct Technology’s impressive clientele.

“I’m honored to represent Direct Technology in the marketplace,” said Rick Nelson, CEO of Direct Technology. “In my tenure with the firm I have come to appreciate the high level of technical competency and passion for client success that the team at Direct Technology shares. I look forward to expanding our reputation for building world class software.”

“Rick brings tremendous experience in the areas of organizational and business development, he will work closely with Operations and Sales to streamline communication and continue to enhance customer satisfaction in all areas of delivery,” said Fred Michanie, CSO and former CEO at Direct Technology who will now focus on the development and growth of multiple business development practices in the California region. “Rick’s expertise in effective communication, planning and execution will be key as the company continues to grow and support larger, more complex business solutions. This change reflects the company’s new vision to focus business development in particular market segments where Direct Technology has demonstrated performance and experience.”

Previously, Nelson served as the COO at Direct Technology in Roseville. Nelson has 13 years of experience in Sales leadership positions at United Parcel Service (UPS) and in the Professional Services business. Through Nelson’s leadership and passion he has established a history of consistently exceeding expectations for clients and partners.

**About Direct Technology:**

Direct Technology, [www.directtechnology.com](http://www.directtechnology.com) , is a technology consulting firm founded in 1995 with offices in Bellevue, WA and Roseville, CA. Direct Technology's unparalleled level of knowledge and expertise solves its clients most complex business problems with technology solutions across the following practice areas: Custom Software Development, IT Networking and Professional Services. Direct Technology is recognized for its highly experienced teams who use an innovative and forward thinking approach when offering services to their Fortune 500 and mid-market clients across various industries.

For more information, please contact:

Direct Technology

Liz Norris, Marketing and Public Relations Associate

[lnorris@directtechnology.com](mailto:lnorris@directtechnology.com)

425-274-4536