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## Roseville software firm appoints new CEO

Sacramento Business Journal - by [Mark Anderson](#) Staff writer

Rick Nelson has been named chief executive officer of Direct Technology in Roseville.

Nelson has been the custom software development company's director of sales for the past five years.

"I'm honored to represent Direct Technology in the marketplace," Nelson said in a prepared release. "I look forward to expanding our reputation for building world-class software."

Nelson will spearhead business development and forge strategic relationships in new and emerging markets.

"Rick brings tremendous experience in the areas of organizational and business development," said Fred Michanie, founder and former chief executive. His new position is chief strategy officer.

Founded in 1995, Direct Technology's lines of business include custom software development, networking, hosting and professional services for Fortune 500 and mid-market businesses. The company has about 150 employees in Roseville and about 50 employees and contractors in Washington state.

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