



## News Release

### **New Chief Financial Officer Joins Stratix to Drive Managed Services Growth**

*Atlanta Native Has Record of Scaling Operations Exponentially for Services Businesses*

**NORCROSS, GA – March 8, 2017** – Leading managed mobile services provider Stratix announced today that Jim Morgan is joining the executive team as chief financial officer, reporting directly to CEO Gina Gallo.

“Jim brings an impressive track record in successfully positioning companies to achieve rapid expansion and geographical reach,” Gallo says. “His service-based business experience will provide strong leadership through our business transformation, managed services growth and new market penetration. Jim’s passion and commitment to the business and the people running it will be a welcome addition to our team.”

Combining high-level strategic insights with day-to-day execution and operations expertise, Morgan has a 20-year track record of accelerating growth for service-based businesses through both organic and M&A activity. At Stratix, he will develop and lead strategies for scaling operations and establishing business processes to support sustainable growth in the company’s managed services line of business.

An Atlanta native, Morgan comes to Stratix from Atlanta-based marketing intelligence provider Cardlytics. As the company’s first CFO, he led the company through a period of high growth, building out infrastructure, processes and teams to support rapid increases in revenue and headcount. Previously, Morgan was CFO for SaaS-based data management and integration software provider Liaison Technologies, where he helped to double revenues during his tenure through organic and M&A growth. He has also honed his expertise in financial planning and analysis at The Walt Disney Company, Goldman Sachs, CafeMedia and nuBridges, which was acquired by Liaison.

“Throughout my career, I’ve enabled businesses in the fiercely competitive services sector to achieve successful, sustainable growth,” Morgan says. “I’m honored to work with Stratix to continue strengthening its role in the rapidly evolving managed mobile services industry and providing a deeper level of service to its global enterprise customers.”

#### **About Stratix**

Stratix delivers, supports and manages mobile solutions for market-leading companies around the world. For more than three decades, innovative enterprises have trusted Stratix for outsourcing their Managed Mobile Services (MMS) solutions to help simplify the complexities of mobile. For more information, follow Stratix on Twitter @stratixmobile and visit [www.stratixcorp.com](http://www.stratixcorp.com).

Media Inquiries:



## News Release

Lis Martin  
Backbeat Marketing  
[media@stratixcorp.com](mailto:media@stratixcorp.com)  
(773) 746-2794

###