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**itSYNERGY ANNOUNCES A. SAM ADKINS AS TECHNOLOGY ADVISOR**  
*Valley-Based IT Company Grows Team to Meet Rising Demand for Service*

**PHOENIX, Ariz. (April 10, 2014)** – [itSynergy](http://itSynergy.com), a Phoenix-based information technology consulting and management firm, welcomes the appointment of A. Sam Adkins as Technology Advisor. Adkins brings more than 26 years’ experience as an accomplished IT sales executive and implementation manager to the company.

In this new position, Adkins will provide his vast knowledge of sales processes, analytical abilities and team management skills to support itSynergy’s current client base while also working to cultivate new relationships for the company’s growth.

Adkins’ prior experience includes business development and implementation for a Valley-based software product company. In this role, he increased the public sector business from \$0 to more than \$2 million in one year, and reduced the average time from contract signing to customer acceptance by 12 percent. His experience in cultivating new business and fostering trust with customers resulted in the steady, strategic growth of the companies he worked for in the technology sector.

“I welcome Sam’s drive for generating new business and exceeding expectations,” commented Michael Cocanower, president and founder of itSynergy. “Our goal at itSynergy has always been to ensure quality IT solutions and service for small and medium-size businesses in the Phoenix market. I believe Sam’s passion for his work, along with his involvement and understanding of the Valley’s business and technology needs will result in long-standing relationships with our existing and prospective clients.”

Adkins earned his bachelor’s degree in business administration and marketing from the University of Illinois. He also is credited with being an Arizona SalesPro Member, serves on the Arizona Technology Council, and is an Advisory Member for the State of Arizona Government Leadership Conference.

To learn more about itSynergy, please visit [www.itSynergy.com](http://www.itSynergy.com) or call 602-297-2400

**About itSynergy**

*Serving more than 200 businesses, itSynergy leverages the latest Microsoft® technology to build, develop, deploy and support solutions that efficiently drive bottom-line results for clients. As a Microsoft® Gold Midmarket Solution Provider, a Silver Server Platform Partner and a Cloud Accelerate Partner, itSynergy supports companies who seek a trusted advisor with the highest credentials in the industry. itSynergy clients use technology to drive their business strategically and achieve bottom-line results. To learn more about itSynergy, visit [www.itsynergy.com](http://www.itsynergy.com) or call 602-297-2400###*