

FOR IMMEDIATE RELEASE

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AdaptivEdge Welcomes Consulting Director of Marketing, Lyndsay Johnson

Alameda, CA—August 30, 2015 —Today, AdaptivEdge announced that Lyndsay Johnson, will now take the role of Consulting Director of Marketing for the company. Johnson is responsible for developing our marketing strategy by studying economic indicators, tracking changes in supply and demand, identifying customers and their current/future needs and monitoring the competition.

Additionally, she owns our online presence, social media marketing, email marketing, sales support, and marketing business operations. With over 15+ years of marketing and tech experience, she brings her consulting expertise to the AdaptivEdge team. She comes from her own consultancy, Bound-by Marketing, specializing in tech, medical device, and automotive marketing, organizational development, as well as large, enterprise project management, deployment, and training.

She earned her B.A. in English Creative Writing and Communications with a minor in music from California State University, Long Beach as well as her MBA in Global Sales and Marketing from University of Phoenix.

“This team is fresh even in the midst of such a resume of our years of experience and has an incredible personality as a company because of its people. I am excited to help grow the business with innovative, creative, and fun marketing online and socially,” said Johnson.

AdaptivEdge welcomes Johnson to our Southern California team.

About AdaptivEdge:

Based out of Oakland, CA, AdaptivEdge was founded in June of 2013 by Steve Soper and Michael Oda. As a Microsoft Gold Partner, AdaptivEdge helps customers evaluate various product options from a financial perspective as well as from a business and technical perspective. There are many different ways to license Microsoft products and the choice of licensing schemes impacts the features and functionality that are available. AdaptivEdge can help customers choose the right options to meet their needs and budget.

With over 20+ consultants and Microsoft subject-matter experts AdaptivEdge has developed a methodology for helping customers identify their requirements via in-depth questionnaires and collaborative workshops. Once the requirements are defined, the AdaptivEdge team utilizes a best practices approach to help the customer select the right Microsoft products and architect a solution that delivers maximum ROI.

For more information on AdaptivEdge, please visit: www.adaptivedge.com

About Bound-by Marketing:

Principal and Owner, Lyndsay Johnson of Bound-by Marketing, brings a plethora of industry experience with her from: technology, hospitality/restaurant, automotive/high performance, real estate, medical device/healthcare, music, non-profit, civil engineering/city, finance, and consumer product goods. She has surrounded herself with over fifty designers, photographers, videographers, programmers, and developers across the nation offering marketing strategy and consulting services as well as design and development. Beyond her infatuation with marketing, Johnson is a classically trained opera singer who additionally has a unique passion for hot rods.

For more information on Bound-by Marketing, please visit: www.boundbymarketing.com.

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