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FOR IMMEDIATE RELEASE

May 18, 2018

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## JOANNA SOBRAN, CEO OF MXOTECH, NAMED TO 2018 CRN WOMEN OF THE CHANNEL LIST

*Recognized among North America's  
most innovative Managed Service Providers*

Chicago, IL – MXOtech, Inc., an award-winning company known for providing state-of-the-art technology solutions with top-notch customer service, announced that [CRN](#), a brand of [The Channel Company](#), has named [Joanna Sobran, President & CEO](#), to its prestigious **2018 Women of the Channel list**. The executives who comprise this annual list span the IT channel, representing vendors, distributors, solution providers and other organizations that figure prominently in the channel ecosystem. Each is recognized for her outstanding leadership, vision and unique role in driving channel growth and innovation.

CRN editors select the Women of the Channel honorees based on their professional accomplishments, demonstrated expertise and ongoing dedication to the IT channel.

Joanna Sobran is the President and founder of MXOtech, a technology consulting company that delivers Managed IT Services, Custom Web Application Development and System Integrations. She has a passion for taking ideas and turning them into solutions that fuel growth. Joanna is focused on delivering high-level customer experience with innovation, and is passionate about helping her clients grow their businesses. Whether it's through using better technology solutions, improving operations, or focusing on education, she treasures her clients and truly cares about their success. Joanna is the decision maker and steering wheel of MXOtech. She focuses on vision, product development, marketing and strategy. Joanna knows how important the human factor is for the success of a company, therefore she hand-picks everyone on her team to bring the best products and services to her clients.

"This accomplished group of leaders is steadily guiding the IT channel into a prosperous new era of services-led business models and deep, strategic partnerships," said Bob Skelley, CEO of The Channel Company. "CRN's 2018 Women of the Channel list honors executives who are driving channel progress through a number of achievements – exemplary partner programs, innovative product development and marketing, effective team-building, visionary leadership and accelerated sales growth, as well as advocacy for the next generation of women channel executives."

*"As CEO of MXOtech, I do my best to lead by example, taking a unique top-down approach to create career pathways for women interested in careers in technology. I understand that hard skills are*



*essential for a successful career in IT, but as a woman in a heavily male-dominated industry, I also know that skills alone are not enough to even the playing field. Therefore, I've made gender equality a priority in MXOtech's hiring practices. 40% of our employees are women, working across a variety of technical and business functions. We also leverage an innovative on-the-job training program to successfully mentor women on the margins into successful careers in technology. Through this process, I have learned that even a small, intentional investment in women can have long term pay-offs for employers and for narrowing the tech gender divide."*

If you would like more information about this topic, please contact Alicia Plomin-Spitler at 312.554.5699 or [aplomin@mxotech.com](mailto:aplomin@mxotech.com), or check out the 2018 Women of the Channel list that will be featured in the June issue of CRN Magazine and online at [www.CRN.com/wotc](http://www.CRN.com/wotc).

#### About Joanna Sobran

[Joanna is the visionary and driving force behind MXOtech.](#) She focuses on overall mission, solution development, marketing, and strategy. Her talent for taking ideas and turning them into applicable solutions that fuel a client's growth quickly set her apart from the competition. Joanna knows how important the MXOtech team is for the success of a business. Every day she drives home the set of core values her leadership team exercises while growing their teams, allowing MXO to offer the best solutions and services to their clients.

Joanna began her career in the healthcare industry and then moved into IT, combining her healthcare and technology business expertise. Her knowledge of these two practice areas, along with her business development skills, became the foundation on which she built her own successful company. Joanna drew her true inspiration from her two mentors as she grew a successful woman-owned enterprise, created opportunities for career growth, and fostered a positive impact on her community and clients.

Joanna is driven to deliver a high-touch customer experience through innovation and customer service. She is passionate about helping her clients grow their businesses. Whether it's providing education, improving company efficiencies, or crafting unique technology solutions, she embraces all aspects of her work and truly cares about her clients' success. She especially enjoys working with other women entrepreneurs and helping them to succeed.

#### About MXOtech

Since 2005 we've helped companies solve business technology problems for healthcare, utilities, manufacturing / distribution, professional services and construction. Typically, clients come to us because they are struggling with meeting compliance, integrating isolated systems, eliminating paper processes, replacing legacy systems, implementing business workflows, or increasing security and customer service. Whether it is time-consuming, costly data entry mistakes, disconnected technology, or outdated systems, MXOtech helps clarify your business problem, execute your vision and increase employee productivity. MXOtech collaborates with your stakeholders to deliver solutions that meet your business goals the first time around. And with fixed pricing, the price you see is the price you'll pay.

As the IT Concierge for clients, MXOtech delivers technology services ranging from Managed IT Services to Custom Web Development and System Integrations.

At MXOtech, we come to work every day to help our clients use technology to grow their business. And we want to do a phenomenal job at it. In fact, we are not satisfied until our clients are bragging about our work. This attitude has served us well over the years. That's why we've been able to

maintain a **98% client retention rate**. Not only do we love retaining clients long-term, we also strive to retain employees who build relationships with our clients and understand their personalities and businesses.

No matter who we're talking to, our interactions are built around our four core values – clarity, inspiration, trust, and accountability. These values embody how and why we do what we do. We understand that technology can be complicated. That's why we have engineers and developers who explain everything in simple terms – no geek speak here. Whether you are well-versed in IT or a complete novice, we want you to be empowered, not overwhelmed by technology.

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#### About the Channel Company

The Channel Company enables breakthrough IT channel performance with our dominant media, engaging events, expert consulting and education, and innovative marketing services and platforms. As the channel catalyst, we connect and empower technology suppliers, solution providers and end users. Backed by more than 30 years of unequaled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace. [www.thechannelco.com](http://www.thechannelco.com)

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