Technology Product Award Winner 2021 & 2022

PRESS RELEASE, January 16, 2025

<u>**For Immediate Release**</u>

ATLAS Technologies names new Director of Growth

ATLAS Technologies, Las Vegas, NV new Director of Growth is a Complex Rehab Technology (CRT) veteran.

In a January 16th news announcement, the business management solutions provider introduced Mike McCarthy, who took over the Director of Growth position. Mike is a highly accomplished professional with a proven track record in sales and leadership roles. He recently served as territory sales manager at Merits Health Products. In this role, Mike drove performance and productivity for customers in the Pacific Northwest. Mike previously held leadership positions with MK Battery, Numotion, Quantum Rehab and NSM.

Mike's success has always been tied to strategic thinking and business acumen. He has firsthand experience with the Client/Provider and Provider/Manufacturer relationships. Use of that knowledge, will allow Mike to leveraging our technology to new and current ATLAS customers.

"We are excited to have Mike join the ATLAS team," said Bill Paul, president/CEO and owner of ATLAS Technologies, LLC. "His experience in the HME/CRT industry will be a welcome addition to our team. We look forward to Mike expanding our customer base and providing ATLAS, the only enterprise resource planning software technology for the HME/DME [durable medical equipment] and rehab/mobility industry, a fresh voice for providers to grow their businesses. The addition of Mike will allow for more direct provider contact, allowing feedback time for development of new enhancement features and tools in our ATLAS technology for our customers."

Founded in 2012 and located in Las Vegas, Nevada, ATLAS Technology Group supports Rehab Mobility and CRT Providers with a set of comprehensive tools and services for business optimization and enhanced patient experience. The ATLAS Technology family of software includes, ATLAS Enterprise Software, ATLAS Clinical Evals Software, ATLAS-FIOS and most recent ATLAS RAMP Clinician Relationship Builder.