



# Hal Edwards

Chief Marketing Officer

Hal Edwards is Chief Marketing Officer for ConnectWise, where he is responsible for overseeing and driving the continual development of the ConnectWise marketing strategy, including sales demand generation, web presence and event planning.

Hal's broad-based experience includes working for marketing services agencies as well as with a variety of prominent nationally branded organizations. Prior to ConnectWise, Hal had a successful career at Kforce, Inc, where he was Vice President of Marketing and Communications. During his time at Kforce, Hal was charged with strategic and operational direction for the company's marketing and communications. He participated in the rebranding of the company (formerly called Romac) and the growth of Kforce to a \$1 billion company. In addition, he re-engineered the organizational model for resource management and was a driving force in the advent of the Kforce eMarketing strategic plan.

Prior to Kforce, Hal was a senior leader in a number of marketing firms, including working as Senior Vice President for WestWayne (now 22squared), Bigelow and Eigel, and Atlantis Marketing. He also held marketing positions for KFC and Burroughs Corporation.

Hal holds a Bachelor's Degree in Business Administration and an MBA from the University of Southern Mississippi.



### About ConnectWise

ConnectWise is the leading Web-based professional service automation (PSA) software application designed exclusively for technology consultants, integrators and developers.

### MSP Integration Leader

ConnectWise is the only PSA software to integrate with all leading managed services applications.

### Integrating Key Business Operations

More than 32,000 IT solution providers rely on ConnectWise to more efficiently integrate key business operations across the enterprise from business development and project management to client services and billing. The technology enables IT companies to drive greater accountability, operational efficiency, profitability and tighter systems integration.

### Location

Tampa, Fla.

### On the Web

[www.ConnectWise.com](http://www.ConnectWise.com)

### More Info

813-463-4760