

Small IT Companies Are Growing Through Mergers and Acquisitions

Technology author Karl Palachuk announced that long-time IT Coach George Sierchio will be a featured speaker at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012 in June, hosted by Small Biz Thoughts. His topic is "M&A in the IT Channel: Growth by Acquisition as a Strategy for Buyers and Sellers Alike."

Sacramento, CA, May 16, 2012 – Technology author Karl Palachuk announced that long-time IT Coach George Sierchio will be a featured speaker at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012 in June, hosted by Small Biz Thoughts. His topic is "M&A in the IT Channel: Growth by Acquisition as a Strategy for Buyers and Sellers Alike."

Managing for Success 2012 will be held "online" June 26-28, 2012 and features eighteen hours of training for IT professionals, computer consultants, and managed service providers who focus on the Small and Medium Business market.

Sierchio is an entrepreneurial veteran who has owned and operated several successful services and consulting businesses in the last twenty years. This includes his work as a consultant and coach to owners of IT companies, providing guidance in profitability, overall growth and mergers and acquisitions activities.

"This is a hot topic right now," said Palachuk. "And it's been ignored by a lot of the media in the IT Channel. This will be one of our hottest presentations."

"Everyone knows that big companies grow through mergers and acquisitions," said Sierchio, "But a lot of business owners don't realize that this is a viable growth strategy for small and medium companies as well. It's obvious that being on the buy side in M&A is a growth strategy, but being on the sell side is also a strategy for growth and stabilization - not just a means to an exit plan."



Other conference speakers include Ken Thoreson and Jeannine Edwards. Thoreson is a well-known sales management consultant, recently named as one of the Top 50 Sales and Marketing Influencers of the Year for 2012 by Top Sales World. See www.topsalesworld.com/topInfluencers.php for more information. Thoreson is the president of Acumen Management Group. For more information, visit www.YourSalesManagementGuru.com.

Edwards is the Director of ConnectWise and LabTech Communities and will be speaking on how small IT companies can dramatically increase their cloud services revenue. Edwards has more than twelve years of diversified Business-to-Business development experience in the technology industry. She has become a well-known figure in the IT Solution Provider channel.

"We are so glad to have speakers like George Sierchio at this conference," said Palachuk. "We have managed to get sixteen world-class speakers in all. As a result, we have a lot of great

topics that just aren't being discussed at other conferences. George's presentation is top on that list."

The conference is "virtual" (online only) and will run 9:00 AM to 4:00 PM each day on June 26-28, 2012. Attendees can choose to listen live or also have access to the recorded sessions. In all, the conference will broadcast eighteen hours of programming in three days. Primary sponsors of the SMB Online Conference include Autotask Corporation, the world's leading hosted IT business management software to streamline and optimize business processes for technology solution providers.

To learn more about Managing for Success 2012, visit www.smbonlineconference.com.

About Autotask

Autotask Corporation provides the world's leading hosted IT business management software to streamline and optimize business processes for technology solution providers. Autotask is accessible from virtually any computing or mobile device connected to the Internet and features a world-class API that seamlessly integrates with the other systems and tools that providers rely on to run their businesses. For more information on Autotask Corporation, visit www.autotask.com.

About Small Biz Thoughts

Small Biz Thoughts is the training and content division of Great Little Book Publishing Co., Inc. Their programs are geared specifically for the Managed Service Provider and SMB Consultant communities. Their focus on future trends has helped them to build a reputation as a trusted advisor to fans and friends around the world. For more information, visit www.smallbizthoughts.com.

Media Contact:
Karl W. Palachuk
916-248-4301
sales@smallbizthoughts.com