



Contacts: BryteBox Juliana Ruiz jruiz@bryte-box.com 305.606.5044

FOR IMMEDIATE RELEASE

AAJ Announces Strategic Hire of Digital Engagement & Transformation Expert
Murray Izenwasser entrepreneur, speaker and expert set to develop and drive client digital transformation initiatives across AAJ areas of practice.



FORT LAUDERDALE (February 1, 2017) South Florida based AAJ Technologies today announced that Murray Izenwasser will lead the organization's Digital Transformation Practice. A proven leader in technology and digital marketing, Murray brings with him a clear and concise understanding of the current and emerging technologies needed to deliver full-scale digital transformation across all elements of a client's business. He will direct the creation of a digital strategy change model that will offer insights to AAJ's clients for operational improvements, optimizations and innovations across all AAJ practices.

Amjad Shamim, CEO of AAJ explains, "Business is evolving rapidly as the capabilities of digital technologies advance and the pace of technology change increases. Murray's experience with large-scale digital transformation means AAJ will provide exceptional guidance and advisement to our customers and the strategic initiatives they need to transform their operation."

Murray will also be joining the AAJ team in Orlando, FL for the 2017 Health Information Management Systems Conference & Exhibition (HIMSS) February 19-23 where he will be presenting "PatientView 360: Improving Your Patient Marketing, Relationship and Profitability" at MuleSoft's Booth 7261 on Wednesday, February 22nd at 10:15am.

"I'm excited to join AAJ Technologies, and help organizations accelerate their digital transformation journey through world class digital enablement and user-focused solutions that provide speed-to-market and cost and competitive advantages," states Murray.

About AAJ Technologies Based in Fort Lauderdale, Florida AAJ Technologies has 20 years of success providing software solution development and total lifecycle development support via a hybrid on-shore, near-shore, and off-shore delivery model. AAJ Technologies is continuing to expand its services across the spectrum of organizations from enterprise to start-up, with a focus on the healthcare, technology, and hospitality/tourism industries, among others. AAJ provides digital and technology solutions supporting the social, mobile, analytic and cloud-based (SMAC) enterprise. Learn more at www.aaitech.com and on Twitter as @AAJTech