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Jordan Sura
Marketing Communications Manager
JSura@Proforma.com

Proforma Welcomes Mike Dobozy as Chief Technology Officer and Promotes Brian Carothers to Chief Information Officer



TAMPA, Fla. (Sept. 26, 2023) – Proforma, the \$600 million technology and business success leader, announces Mike Dobozy as its new Chief Technology Officer and promotes Brian Carothers to Chief Information Officer effective immediately.

Mike Dobozy, formerly with Red Hat Software as Principal Architect, is a world-class thought leader in automation, machine learning, and artificial intelligence. He has served as the Team Lead on Fortune 25 client projects and brings more than 20 years of technical expertise to his new role.

Acting as CTO at Proforma since 2015, Brian Carothers has been a driving technological force within the promotional products and printing industry. Named as the 2023 PromoStandards Distributor of the Year, Carothers has selflessly contributed his experience and invaluable input to the creation and implementation of standards for the advancement and utilization of data in the entire industry.

“We are very pleased to welcome Mike who is a proven technical visionary and leader with a wealth of experience and innovative technical expertise,” said Vera Muzzillo, Proforma CEO. “We are also thrilled to recognize Brian Carothers who is the best of the best for his accomplishments. Together, their business acumen and hands-on management styles will be critical to Proforma’s industry-leading technology initiatives as we continue our expansion and innovation in automation, machine learning, and artificial intelligence.”

“Having worked with Fortune 25 clients, I am very impressed with the software, team, and processes that Proforma has developed,” said Mike Dobozy, Proforma Chief Technology Officer. “I look forward to adding my expertise and experience to the development of seamless automation, efficient workflow, and intelligent decision making in the ProVision platform.”

“I am thrilled to help welcome Mike into the Proforma family,” added Brian Carothers, Chief Information Officer. “His deep expertise in artificial intelligence and platform automation at scale make him the perfect addition to accelerate our industry-leading technology.”

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About Proforma

With more than 45 years of experience, Proforma is the \$600 million technology and business success leader in the printing, promotional products, and packaging industry. Proforma’s investment of more than \$25 million in technology maximizes its success in the marketplace. Proforma’s record-breaking achievements include more than 80 of its Members being recognized on Inc. Magazine’s list of the 5,000 fastest-growing companies over the past three years and more than 300 Members in its Million and Multi-Million Dollar Club earning annual sales ranging from \$1 million to nearly \$50 million.

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