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FUSION OF IDEAS NAMES DEBORAH BARLOW AS CHIEF EXECUTIVE OFFICER

Barlow is supported by a team of senior leaders to drive her vision for 2021.

LAKE FOREST, Calif. – February 10, 2021 – FUSION OF IDEAS, a Southern California mobile technology company that creates brand experiences and software solutions for businesses, announces Deborah Barlow as chief executive officer.



Deborah Barlow, CEO, FUSION OF IDEAS

Barlow has been with FUSION OF IDEAS for over a decade as chief operating officer and is an integral part of the company's continued growth. Barlow's new role as CEO lends her the responsibility to oversee the company's business strategy and operations.

"It is an honor to step in at this capacity and lead a team of talented employees," said Barlow. "In today's business landscape, our business clients rely on technology more than ever to grow and have a competitive edge. I look forward to helping craft FUSION OF IDEAS' next chapter as we harness today's digital transformation era."

With a mission to help transform businesses through the use of technology, FUSION OF IDEAS serves clients through solutions mapping, software development, deployment services and technology hardware customization. Solutions mapping, the company's newest service offering, helps enterprises of all sizes create a turnkey roadmap of a software deployment strategy.

Barlow is supported by a team of senior, multi-disciplinary leaders to help drive her vision forward. Among them include:

- **Tyler Harmor, Chief Technology Officer** - At the helm of FUSION OF IDEAS' innovation and technology strategy, Harmor oversees the company's in-house software development team to design and implement transformative technology solutions to companies across numerous industries.



- **Eli Martinez, Director of Operations** - In his role, Martinez oversees FUSION OF IDEAS' production and shipping and receiving operations. This includes the company's warehousing, procurement and inventory management. He has served in similar roles at Razer, Dahua Technology and Hikvision.
- **Jacob Sarabia, Director of Sales** - Sarabia leads and inspires FUSION OF IDEAS' sales team to create deep and lasting relationships with its customers and partners. With the goal to enrich the overall growth of the company's success, Sarabia also oversees sales training and new product development. He has previously worked at Apple and AT&T.
- **Heather Wong, Director of Communications** - A public relations and marketing communications professional, Wong serves as the voice of the company and is responsible for its communications and marketing strategy. She has previously represented national consumer brands including Sprint, Boost Mobile, Susan G. Komen, among others.
- **Chris Eames, Solutions Practice Manager** - Eames' primary responsibility includes guiding clients through the solutions mapping process and ensuring a seamless journey leading up to development. A 15-year veteran in sales and marketing, Eames has held positions with Jamf, Apple and most recently, at Inerlaced.io.



About FUSION OF IDEAS

Founded in 2003, FUSION OF IDEAS helps businesses integrate devices and maximize mobility in their organizations through brand experiences, integration logistics, and custom app development. For over a decade, FUSION OF IDEAS has established key relationships with device manufacturers in order to service the most significant brands in the world. Through an endless pursuit to evolve with technology and a passion for attention to detail, FUSION OF IDEAS has come to be known as the most innovative and comprehensive mobile device integrator.

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