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ASD expands nationwide; broadens its Business Intelligence focus

MORTON, Ill.—Advanced System Designs of Morton, Ill., recently expanded to locations across the United States and added several new members to its Business Intelligence (BI) team to support the growth of its offerings across the insurance, financial services and manufacturing specific industries.

ASD is a full-service provider of business and technical solutions with four areas of focus: Business Intelligence, Network & Security, IBM and Microsoft. The company is an IBM Premier iSeries Partner and a Microsoft Gold Certified Partner that focuses on the integration of these two leading technology providers.

With new locations in California, North Carolina and the greater New York metropolitan area — as well as an added location in Illinois — ASD is better positioned to serve clients in all its focus areas.

“We have great expertise in Business Intelligence — and a one-of-a-kind technology to support it in our BI Express solution,” says Dave Johnson, chief executive officer. “Now we’re building on that core competency by adding people to meet the needs of specific industries.”

The Business Intelligence team now includes Justin Silver and Aviva Phillips, insurance; Glenn Bugden, financial services; and Richard Vincent, manufacturing.

ASD also hired an operations leader and formed a board of directors to support the expanded company. Frederick Waite is a new executive vice president and member of the board. Previously, Waite was the President of BCF Technology Inc., focusing day-to-day on Sales, Marketing and Operations while providing strategic direction to the organization as a member of the Board of Directors.

Prior to BCF Technology, Inc., Waite was the President/Co-Founder of Access Coverage Corp, Inc., a world class provider of technology solutions for the insurance industry. Waite began his career at Microsoft Corporation and continued providing his leadership to start-up organizations



and international leaders in the technology, insurance, manufacturing and financial services sectors over the past 20 years.

“These are exciting times for ASD as we offer our wide variety of technical and business solutions to new clients across the country,” says Waite. “I’m happy to be a part of the ASD team and share my expertise in these various sectors.”

The board of directors also includes:

- William D. Morton II (Bill), chairman and owner of Morton Capital LLC, a private investment firm, and Morton Development LLC, a real estate company. He spent 20 years as chairman, president and CEO of Morton Industrial Group, a full-service metal fabrication supplier.
- Dave Johnson, founder and current president/CEO of ASD. He started ASD in 1985 as an IBM Business Partner and grew the company to more than 50 employees.
- Bahram Yusefzadeh, is an entrepreneur and technology pioneer with 40 years of experience in all facets of business development. Mr. Yusefzadeh is Founder, Chairman and CEO of V2R Group. Mr. Yusefzadeh has extensive business experience developing strategic partnerships with major hardware and software companies worldwide, including Microsoft, IBM, Hewlett-Packard, Unisys, and Siemens Westinghouse.
- Kenneth Baum (Kenny), who began his career as a laborer at Otto Baum Company, Inc., in 1963 and retired as its president in 2007.
- Chuck Rinkenberger, who began his career as a welder fabricator at Morton Welding Co., LLC in 1974, and retired as vice president in charge of capital acquisitions, engineering, facilities and quality.