

Palladin Technologies Welcomes Josephine Bernson

Josephine Bernson, becomes the new Senior Vice President and General Manager of Communications Industry and Marketing

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Brandon Ward

proudly announces the arrival of a true industry leader, Josephine Bernson, as the new Senior Vice President and General Manager of Communications Industry and Marketing. Bernson, known for her transformative leadership, will lead Go To Market for Palladin's rapidly growing and scaling Communications Cloud presence in the Salesforce.com ecosystem.

Josephine has an intuitive ability to create and lead high-impact teams and has been the driving force behind remarkable growth stories in the tech industry, powered by the fusion of strategy, people, and execution. Under her

leadership, companies don't just meet targets; they soar past them. According to Palladin Founder & CEO, Brandon Ward, “Josephine's history of performance in rapidly scaling, high-growth organizations is a great complement to Palladin Technologies and our 4-year, 77%+ compound annual growth rate (CAGR)”.

But Josephine's reach is broader than immediate, tactical gains. She has an eye for the future, identifying acquisition opportunities and carefully selecting ventures that align with the long-term strategic vision. This has enabled previous companies to survive and thrive in highly competitive markets.

In her new role, Josephine will devise & implement growth and marketing strategies to ensure Palladin Technologies' continued market leadership position. "Josephine's instinct for leadership and strategy perfectly matches our ambitious future. She has a remarkable knack for turning vision into reality," says Brandon Ward. "Her expertise will be instrumental as we continue to expand and innovate in the communications sector".

Palladin Technologies, a Crest Salesforce partner founded in 2015, specializes in Salesforce

Implementation, Managed Services, and Turnkey Business Process Outsourcing Services. Boasting a rapidly growing team of 40 full-time members with over 180 Salesforce certifications, the company has its headquarters in Atlanta, Georgia, but serves clients worldwide through its global locations.

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Josephine Bernson

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