

# Melvin McNamara Promoted to Chief Customer Growth Officer at Palladin Technologies

*Melvin McNamara Promoted to Chief Customer Growth Officer at Palladin Technologies, Driving Customer Engagement and Sustainable Growth.*

ATLANTA, GA, UNITED STATES, February 10, 2025 /EINPresswire.com/ -- Palladin Technologies is thrilled to announce the promotion of Melvin McNamara from Executive Vice President to Chief Customer Growth Officer. In his new role, Melvin will lead the charge on innovative strategies that bolster customer engagement and drive sustainable growth, furthering Palladin's remarkable rise within the Inc. 5000 fastest growing companies list.

Melvin has been an integral part of Palladin's leadership team since March 2023, serving as EVP of Strategy, Innovation, and Insights. During his tenure, he has demonstrated exceptional prowess in attracting many of the most seasoned industry veterans within the Salesforce ecosystem while overseeing strategic initiatives that have fueled the company's trajectory in the highly competitive tech landscape. Under Melvin's leadership, Palladin Technologies achieved triple-digit growth, solidifying its reputation as a leading force in the Salesforce ecosystem.

"Melvin's deep understanding of customer needs combined with his strategic vision makes him the perfect fit for this critical role," said Brandon Ward, CEO & Founder of Palladin Technologies.



Melvin McNamara, Chief Customer Growth Officer at Palladin Technologies



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Technologies



This is an exciting opportunity to deepen our focus on the customer experience, guiding our team toward even more impactful initiatives.”

*Melvin McNamara*

“We are excited to see him leverage our existing capabilities to unlock even greater value for our clients while driving our growth strategy to new heights. His strong track record in innovation, together with his unparalleled connections within the ecosystem, is exactly what we need to enhance our customer relationships and propel Palladin forward.”

“I'm incredibly honored to take on this new role at Palladin,” said Melvin McNamara. “This is an exciting

opportunity to deepen our focus on the customer experience, guiding our team toward even more impactful initiatives. I look forward to working closely with our talented members to explore new avenues for growth and ensure we continue to deliver exceptional value to our customers.”

As Chief Customer Growth Officer, Melvin will spearhead customer engagement strategies, enhance client relationships, and support the expansion of Palladin’s innovative service offerings. His leadership will play a pivotal role in shaping the company's objectives and fostering a culture of continuous improvement focused on customer success. When customers succeed, Palladin Technologies succeed.

Please join us in congratulating Melvin McNamara on his well-deserved promotion and wishing him success in his new role.

#### About Palladin Technologies

Palladin Technologies, a Summit Salesforce partner, was founded in 2016 and specializes in Salesforce Implementation, Advisory, Optimization, and Managed Services. The company boasts a rapidly growing team of 140 full-time members with over 600 Salesforce certifications. Headquartered in Atlanta, Georgia, Palladin serves clients worldwide through its global locations, delivering cutting-edge solutions and exceptional customer service.

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