

# Strategic Office Support Appoints New President and Realigns Leadership Team to Fuel Continued Growth

*Strategic Office Support promotes Sarah Newby to President and realigns leadership to support rapid growth and client success.*

HOUSTON, TX, UNITED STATES, June 10, 2025 /EINPresswire.com/ -- Strategic Office Support ([SOS](#)), the fastest-growing provider of end-to-end [DME staffing](#) and [RCM solutions](#), today announced a series of leadership changes and internal promotions to support its rapid expansion and deepen client impact.



Strategic Office Support

Sarah Newby has been promoted to President of SOS. Formerly the company's Sales & Marketing Director, Sarah has been a driving force behind SOS's growth and brand leadership. As



This new structure strengthens our ability to scale without compromising the high-touch service our clients expect"

*Steve Cela, CEO of SOS*

President, she will lead strategic initiatives across departments, guide the teams responsible for service delivery, and continue to drive SOS's market expansion.

Founder Steve Cela will continue in his role as Chief Executive Officer (CEO), focusing on long-term vision, innovation, and partnerships. This marks the first time SOS has formally separated the President and CEO roles, allowing for sharper operational focus and continued

scalability.

"Sarah's leadership has helped take SOS to the next level," said Steve. "This new structure strengthens our ability to scale without compromising the high-touch service our clients expect. I'll continue as CEO and remain fully engaged in our next stage of growth."

Alongside the appointment of a new President, SOS is proud to announce the following promotions:

Maria Carvajal: Client Success Manager → Implementation Manager

Kristin Coste: Implementation Specialist → Client Success Manager

These changes reflect SOS's commitment to investing in its team and building a foundation for long-term growth.

"We're aligning our structure with our ambition," said Sarah Newby. "These shifts help us deepen client partnerships and continue delivering best-in-class outsourced solutions for DME providers."

#### About Strategic Office Support (SOS)

Strategic Office Support (SOS) solves the toughest challenges HME/DME businesses face. From chronic staffing shortages to inefficiencies in revenue cycle management (RCM), SOS streamlines operations with bespoke outsourced teams dedicated to success.

SOS services span intake, order processing, VOB/PAR, customer service, resupply, billing, and more. SOS increases collections, reduces costs, and ensures compliance while delivering transparency and high-quality support for HME/DME providers.

Sarah Newby  
Strategic Office Support  
+1 281-712-7576

[email us here](#)

Visit us on social media:

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/820485322>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.