

Opkalla Appoints First Chief Financial Officer, Hiring Hayley Rogers to Support Continued Growth

Hayley Rogers brings 17 years of experience to guide financial strategy as Opkalla continues rapid expansion in the IT advisory market

CHARLOTTE, NC, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- Opkalla today announced Hayley Rogers as its first Chief Financial Officer, signaling the company's continued growth and expansion of its executive leadership team. Rogers will scale Opkalla's financial strategy to support clients with greater transparency, long-term planning, and investment in new services.

Rogers is a strategic financial and operational leader with 17 years of experience. She is known for partnering closely with CEOs and executive teams to guide organizations through periods of rapid growth, transformation, and complexity. Her background spans both marketing and advertising agencies, as well as SaaS organizations, giving her a uniquely versatile perspective that aligns with Opkalla's evolving needs.

In her new role, Rogers will oversee Opkalla's financial strategy, operational infrastructure, and long-term value creation initiatives. Her appointment represents a significant step in Opkalla's maturation as the company continues to scale its offerings, expand its national footprint, and invest in the systems and leadership needed for sustained success.

"Hayley's arrival marks a defining moment for our team," Aaron Bock, Opkalla Chief Executive Officer, said. "As we continue to grow, innovate, and serve more clients across the world, Hayley's



Hayley Rogers, new Opkalla Chief Financial Officer

depth of experience and leadership mindset position us for the next chapter of our journey."

Rogers is widely recognized for her ability to translate strategy into disciplined execution, build high-performing teams from the ground up, and lead systems transformations that bring clarity through data, process, and financial rigor. Her approach combines a roll-up-your-sleeves mentality with forward-looking strategic insight.

"Opkalla has built something special through its focus on client success, strong culture, and commitment to excellence," Rogers said. "As the company continues to grow, I'm excited to partner with the leadership team to help scale the business thoughtfully, strengthen operational and financial visibility, and support the long-term success of our clients and employees. I look forward to contributing to the next chapter of Opkalla's growth."

Rogers' appointment comes on the heels of Opkalla being recognized as a 2026 Inc. Magazine Best Workplace. Opkalla has also consistently made lists of fastest growing organizations, including the Inc. 5000 and Charlotte Business Journal Fast 50.

About Opkalla:

Opkalla is a no-charge, vendor-neutral technology advisory firm. They serve more than 600 IT leaders by enhancing their technology strategy, helping them evaluate and get the best deals on new IT solutions, and tackle renewals with a strategic approach. They are also a top Microsoft CSP in the country. Opkalla prides themselves on being an extension of IT teams.

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