

July 3, 2013



# **SilverSun Technologies Announces Appointment of Sam Hunter as EVP of Customer Experience at SWK Technologies**

**Former Sage Senior Executive to Focus on Enhancing Customer-Facing Engagements to Promote Cross- and Up-Selling Opportunities to Growing National Client Base**

LIVINGSTON, NJ -- (Marketwired) -- 07/03/13 -- *SilverSun Technologies, Inc.* (OTCBB: SSNT) (OTCQB: SSNT), a national provider of transformational business technology solutions and services, today announced that *SWK Technologies, Inc.*, the Company's principal operating subsidiary, has appointed Sam Hunter as Executive Vice President, Customer Experience, a newly created senior management position.

Dual-based in SWK's corporate headquarters in Livingston, New Jersey and the Company's new Bethesda, Maryland regional office, Hunter is charged with the management of C-level customer relationships, customer account management, cross-selling initiatives, listening to the 'voice of the customer,' and customer migrations. In addition, he will aid SWK's senior leadership in enhancing other key areas of operation, including customer support and product marketing.

Prior to joining SWK, Hunter served as Senior Vice President and General Manager of Sage's Value Business Unit, where he was responsible for charting the direction and growth of a core set of accounting applications marketed to small and mid-sized businesses. He originally joined Sage in 2003 as Product Marketing Manager for the Sage FAS line of fixed asset management products. He then guided development and marketing strategies for the Company's mid-market project management and business intelligence product lines. Before Sage, he spent over 10 years engaged in product marketing and management of software technologies, as well as the general operation of Internet- and network-based companies. Hunter is a graduate of Harvard College with an A.B. Degree cum laude in Economics.

Jeffrey Roth, CEO of SWK, noted, "We are very pleased to welcome Sam to our executive management team and expect that he will play a key role in designing and implementing exciting new initiatives to cross- and up-sell our expanding product and service offerings

to our current client base; to assess and drive high level customer satisfaction through proactive approaches meeting current and emerging industry challenges; and to win, nurture and build upon major new client relationships, particularly those within our new government contracting practice."

"Sam's strong track record of success at Sage makes him the ideal candidate to lead SWK's newly formed Customer Experience Group," added Mark Meller, Chairman and CEO of SilverSun. "The mission of this group is clear -- to ensure that we not only deliver the benefits of SWK's business management solutions to our customers, but that they understand and appreciate that we are looking at their unique ROI and success criteria post-deployment, so that every experience with SWK delights them."

#### *About SilverSun Technologies, Inc.*

Headquartered in Livingston, New Jersey, SilverSun Technologies is involved in the acquisition and build-out of technology and software companies engaged in providing best of breed management applications and professional consulting services to small and medium size businesses (SMBs) in the manufacturing, distribution and service industries. Serving as SilverSun's principal operating subsidiary, SWK Technologies, Inc. employs national direct and channel sales teams, and a consulting team, all of which serve a growing customer base spanning the United States and Canada. For more information, please visit [www.silversuntech.com](http://www.silversuntech.com), [www.swktech.com](http://www.swktech.com), [www.mapadoc.com](http://www.mapadoc.com) and [www.beerrunsoftware.com](http://www.beerrunsoftware.com).

#### *Forward-Looking Statements*

This press release may contain forward-looking statements, including information about management's view of SilverSun Technologies' future expectations, plans and prospects. In particular, when used in the preceding discussion, the words "believes," "expects," "intends," "plans," "anticipates," or "may," and similar conditional expressions are intended to identify forward-looking statements. Any statements made in this news release other than those of historical fact, about an action, event or development, are forward-looking statements. These statements involve known and unknown risks, uncertainties and other factors, which may cause the results of SilverSun Technologies, its subsidiaries and concepts to be materially different than those expressed or implied in such statements. Unknown or unpredictable factors also could have material adverse effects on SilverSun Technologies' future results. The forward-looking statements included in this press release are made only as of the date hereof. SilverSun Technologies cannot guarantee future results, levels of activity, performance or achievements. Accordingly, you should not place undue reliance on these forward-looking statements. Finally, SilverSun Technologies undertakes no obligation to update these statements after the date of this release, except as required by law, and also takes no obligation to update or correct information prepared by third parties that are not paid for by SilverSun Technologies.

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