



SYSDYNE Blog - October 2022

## Sysdyne welcomes Ed Rusch to the Team

Global leader in Cloud-Native software for the ready mixed concrete industry, Sysdyne Technologies, is proud to welcome Ed Rusch to the team as Chief Marketing Officer.



As CMO at Sysdyne, Ed will play a strategic role in evolving the go-to-market strategy, in addition to enhancing brand and customer experience alongside marketing communications.

Ed brings decades of experience in marketing and leadership roles in the cloud software and technology space for industrial companies. Most relevant, Ed was instrumental in guiding Command Alkon's transformation – from both a brand and positioning perspective but also the introduction of their supplier collaboration platform for heavy construction. It was during this time Ed became passionate about the ready mix industry and is thrilled to be a part of it again.

**“We are excited to have Ed as a member of our leadership team,”** said Jill Zhang, founder and CEO of Sysdyne Technologies, **“He is a dynamic person uniquely qualified to lead our go-to-market strategy and help drive our growth, customer experience, and continuous innovation mindset forward.”**

Ed holds a Bachelor's degree (BA) in Communications from John Carroll University. He lives in the Greater Atlanta, Georgia area. In his spare time, he enjoys outdoor recreational activities with his family, including camping, fishing, hiking, and swimming.

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## About SYSDYNE

Sysdyne Technologies is the leading Cloud software provider for the ready mixed concrete industry. Our goal is to assist concrete producers in leveraging the latest cloud technology to improve production efficiency and their bottom line. Sysdyne's fully integrated product suite includes **CloudBatch™** Batch Control, **ConcreteGO®** Cloud Dispatch, and **iStrada®** Cloud GPS/Truck Tracking.

To find out more, contact your local Sysdyne representative by emailing [sales@sysdynetechnologies.com](mailto:sales@sysdynetechnologies.com), visiting our website and using the **LIVE CHAT**, or by calling 203-327-3649.

Thank you,  
Sysdyne Team

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