

## Locally-based tech firm expands, adds key executives

Cordjia Technology Services, LLC, a consulting and technology services company, announced that it has rebranded and will immediately begin operating under the name DecisivEdge, LLC. The company is based in Wilmington.

DecisivEdge also announced that it has strengthened its leadership team with the additions of Anne Casey as senior vice president and director of sales and business development and Sal LaBricciosa as senior vice president and director of the company's quality assurance practice. With the adoption of its new brand and logo, DecisivEdge has launched its new website <http://decisivedge.com>.

The rebranding follows a period of growth for the company, broadened delivery capabilities through a new presence in India, and increased recognition. The company has 50 employees worldwide.

"Our goal is to deliver value beyond what our clients imagine," said Navroze Eduljee, CEO of DecisivEdge. "With a strengthened core leadership team at the helm, a growing domestic team of skilled professionals and expanded offshore capabilities, we're here to contribute to our client's success."

DecisivEdge provides strategic consulting services that deliver business and technology solutions ranging from technology strategy and application, quality assurance, business analytics, business architecture and performance, and contact management and call center optimization. To help manage a growing number of clients, employees and partnerships, DecisivEdge added Casey and LaBricciosa to a team that includes experienced executives, according to a release.

Casey, who has over 25 years in financial services marketing and operations management, will drive DecisivEdge's sales and growth strategy, marketing strategy, and marketing communications. Prior to joining the company, Casey was a Senior Advisor for Cordjia Business Advisory Services supporting the firm's financial services, co-brand, affinity and commercial clients. Additionally, Casey also held executive roles at Bank of America. Before joining DecisivEdge, LaBricciosa was the director of enterprise quality assurance for Independence Blue Cross in Philadelphia, where he focused on creating a new testing governance model and a new test strategy to handle enhancements from the Affordable Healthcare Act.

Cordjia was founded in 2007 by former MBNA executives Shane Flynn, Frank McKelvey, Navroze Eduljee and Blaine Buck. Cordjia provides a combination of financial capital, business expertise and the ability to recruit staff for its companies, according to a description on its website.



Eduljee