

The Utility Company(R) Names James Channer as VP of Global Franchise Development

Industry Veteran to Lead Company's "Franchise 2.0" Strategy

Oct 3, 2011 - Ottawa, Canada – The Utility Company (TUC), a leading provider of virtual IT service and support, today announced the appointment of James Channer to its leadership team as Vice President of Global Franchise Development. Mr. Channer is a well-known franchise-industry veteran and has led the development of some of today's leading franchise systems including, most recently, Tutor Doctor.

"We are very excited to bring someone of James' caliber onboard to head up our franchise operations," stated Mark Scott, President and founder of The Utility Company. "Not only is James well-known in the industry for franchise recruitment, he will no doubt make an immediate impact on our business as he is also a tremendous motivator for current franchisees."

Mr. Channer will work out of the Toronto office and will be tasked with building and enhancing TUC's franchise broker relationships in North America, [organic](#) recruitment strategies, candidate profiling, international expansion, and existing franchisee support and motivation.

"I have watched The Utility Company's progress over the past 18-months and it has been impressive with TUC's key strength being their business model with centralized marketing, sales, service [delivery](#) and administration," stated James Channer. "The company has reached a stage where franchise development expertise can really make a difference to growing their brand globally, particularly in a dynamic industry like managed services and cloud computing."

Jason Creally, who has led TUC's franchise development since the company's inception 5 years ago, will be transitioning into a new role in Q4 as VP of Business Development at TUC's sister company MSPXchange, where he will be responsible for mergers and acquisitions of micro-MSPs in both corporate and franchise locations.

About The Utility Company®

The Utility Company® is a leading provider of virtual IT service and support for small and medium-sized businesses, delivering the required [hardware](#), software and service for a monthly fixed fee per user. Our Connected Office® service program provides a single point of contact to deliver and manage technology, communications and vertical line of business applications – 95% Remote; 100% Proactive. Customers are supported by local Utility Service Providers delivering on-site service and business-technology consulting to reduce spending and increase utilization – our Beyond Managed Services® franchise opportunity is available by prospectus only. Learn how to make technology work for your business today at www.theutilitycompany.com.