



PCA Announces New Addition to Leadership Team

DULUTH, GA – February 13, 2017 – Performance Consulting Associates (PCA) today announced that Joel Crawford has joined the company as Vice President of Sales and will become a vital part of PCA’s executive staff. In his new role, Joel will take over those sales activities previously managed by Dick DeFazio, President and Jim Davis, VP of Business Development. Jim Davis will assist Joel in the transition and continue helping with business development activities. Jim will also become more actively involved in PCA’s initial client assessments.

Joel Crawford has over 15 years of experience in the manufacturing services industry working across a wide range of both large and small companies supporting asset management programs, skills development, recruitment and corporate training. Joel recently served as Vice President of Sales for Allied Reliability Group in Charleston, South Carolina for six years.

“As our company continues to focus on delivering high value to our clients, we found it imperative to our business to find someone of Joel’s caliber and experience to help lead us into the future.” said Dick DeFazio, President of PCA.

For more information on Joel’s background and experience, please visit Joel’s LinkedIn page. His email is crawford@pcaconsulting.com, and he can be reached at 770-717-2737. Visit PCA’s website at www.pcaconsulting.com.