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Posiflex Business Machines announces a reorganization of its sales team. Doyle Ledford, VP of Channel Sales has been promoted to VP of Channel and OEM Sales. Steven Young, CEO said, "We are pleased that Doyle has accepted this dual role. His 23 years of progressive track record from industry account rep, to sales manager and most recently prior to coming to Posiflex, as Director of the POS business unit at Panasonic makes him well qualified to lead the sales function at Posiflex Business Machines." Ledford replaces Tim Becerra who has left the company to pursue other interests.

Posiflex, an award winning vendor with award winning products, has provided POS technology leadership to the POS industry for 25 years. It is known for providing high quality and reliable POS systems and peripherals hardware to resellers selling best in class solutions to hospitality, retail, convenience store, cinema, healthcare and other vertical markets. Posiflex was the first vendor in the POS industry to back its claims of reliability with a three year warranty. The company designs and manufactures the industry benchmark for All-in-One Systems that are energy efficient and designed for harsh computer environments.

For more information contact Ron Chan, Director of Marketing. 510 401-5894.