



John Atkinson, *Director of Technology Development*

Atkinson joined IMG Associations in February 2008. In his role, Atkinson serves as the technology point of contact for all associations needs.

Before coming to IMG Associations, Atkinson worked in an IT management role for a student loan company. He primarily focused on all CRM initiatives and call center applications such as Computer Telephony Integration, Interactive Voice Response, Chat, E-mail, Quality Recording/Monitoring, Workforce Management, and Predictive Dialers. He has also served as a subject matter expert on voice systems and systems integration for a global pharmaceutical/medical diagnostic company. In addition he has experience working for a global manufacturing firm where he was an SAP software developer, systems analyst, and business warehouse architect. He has more than 10 years of experience at an enterprise level.

Overall he has extensive experience in strategic planning, project management, web administration, network administration, telephony, server administration, development, database operations, disaster recovery/business continuity, and systems integration.

Atkinson holds an undergraduate degree in Computer Information Systems from Franklin College of Indiana, a graduate degree in Computer Information Systems from the University of Phoenix, and is currently pursuing a MBA from Western Kentucky University. A native of Bowling Green, KY, Atkinson resides in Lexington with his wife Laura. They have one son, Logan.