



ZSL Inc Appoints John Mehrmann as Vice President, Business Development

Underscoring a commitment to develop integrated solutions for constituents in the Consumer Electronics industry, ZSL Inc appoints industry expert, John Mehrmann, as Vice President of Business Development.

Edison, N.J. ([PRWeb](#)) April 2, 2008 -- ZSL Inc, a leading Technology Solutions Provider, announced that John Mehrmann has joined the company as Vice President of Business Development.

ZSL Inc is an ISO 9001 certified provider of Onshore, Offshore & Near shore technology services. ZSL Inc offers substantial cost savings and enhanced performance associated with a secure and effectively managed global development model. For over 10 years, ZSL Inc has been partnering with a loyal following of clients seeking to leverage proven delivery methodology, as well as 24 / 7 access to the very best technical resources and development tools anywhere.

ZSL Inc leverages specialized knowledge in custom enterprise application development, reporting, data management, administration, and application integration to assist enterprises in raising service levels, while reducing costs. ZSL Inc has extensive experience in mobile, wireless, and web application development.

In 2007, ZSL Inc was ranked 275 in the VAR Business 500, and was recognized as one of the 10 Fast Growth VARs to watch. The ZSL Inc customer base includes small and medium size companies across a broad range of verticals, as well as respected leaders in Finance and Banking, Insurance, Life Sciences, Telecommunications, Retail, and Manufacturing.

"We are very pleased and humbled to have John as part of our team," said Ananth Chaganty, Senior Vice President, Enterprise Solutions, at ZSL Inc. "We are dedicated to the support and advancement of manufacturers, retailers, dealers, service providers, parts distributors, and third party administrators in Consumer Electronics. John's extensive experience and industry knowledge provide unique insight into the goals and requirements of our clients. Acquiring this level of talent is a demonstration of our absolute commitment to our Consumer Electronics partners."

ZSL Inc is expanding technology services to partner with clients in Consumer Electronics, Computer, Technology, Telephony, and VOIP industries. Recognizing the challenges of the electronics industry to operate on reduced budgets, thin margins, and increased consumer expectations, ZSL Inc is collaborating with key constituents to integrate platforms, partners, and solutions. By leveraging existing infrastructure to minimize development costs, ZSL is maximizing data and decision processes for empowered performance.

"The culture of ZSL is something very unique," said John Mehrmann. "It is rare to find an organization that is so uniquely talented, so absolutely dedicated to delighting the customer, and with such incredible integrity. The success of ZSL is directly attributed to, and inseparable from, the success of the clients and partners."

Prior to joining ZSL Inc, John Mehrmann served as a Regional Sales Director for DEX (Data Exchange Corporation), a leading supply chain solutions provider for high tech industries. The tenure at DEX provided



perspective as a service provider, reverse logistics, and depot services. This augmented John's 20 years of experience with Toshiba, a global manufacturer of computer products, digital devices, and consumer electronics. John was the Director of Service Operations for Toshiba America Information Systems, Inc. At SatisFusion, John Mehrmann gained experience in Third Party Administration of Extended Service Programs. This uniquely diverse experience will be appropriately applied to the insightful integration of diverse industry constituents.

John Mehrmann is a noted author and speaker. His most recent book, *The Trusted Advocate, Accelerate Success with Authenticity and Integrity*, is perfectly aligned with the culture, and client commitment, that define ZSL Inc. Co-authored with renowned executive coach, Mitchell Simon, *The Trusted Advocate* combines cutting edge leadership skills with pragmatic management principles to empower personal satisfaction with perennial professional success.

John frequently contributes articles to *Reverse Logistics Magazine*, and has received accolades as a speaker at the Reverse Logistics Trade Shows. The *Reverse Logistics Magazine* is a quarterly publication of the Reverse Logistics Association with a circulation of 75,000 readers worldwide. Reverse logistics is a process that crosses all industries including High Tech, Retail, Medical, Pharmaceutical, Automotive and Aerospace. The magazine provides the latest information regarding areas of reverse logistics including returns management, refurbishment, field service and warranty management. For more information or to subscribe to the *Reverse Logistics Magazine*, please visit <http://www.rlmagazine.com/>

John Mehrmann is a resident of Orange County, California.

ZSL Inc US headquarter offices are located in Edison, New Jersey. In February, ZSL opened a new 85,000 square foot state-of-the-art Global Software Development & Research Center in the IT Corridor, Chennai, India. The Research and Development center, named IDEA Lab, focuses on providing value added R&D support, product development, and engineering services to solution providers and independent software vendors around the globe.

Contact:

ZSL Inc.
85, Lincoln Highway,
Edison, NJ 08820.
Phone: 732-983-9802

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Contact Information

JOHN MEHRMANN

ZSL Inc

<http://www.zslinc.com>

732-983-9802

John Mehrmann

Executive Blueprints Inc

<http://www.JohnMehrmann.com>

949-290-5756

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