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**Atlas RFID Solutions Names Bobby Ball Chief Operating Officer**

**An award-winning implementation expert and a veteran of the US Army, Ball has played a key role in the success of the Jovix™ solution**

**Birmingham, Ala., June 11, 2015**— Atlas RFID Solutions, [the world leader in modern materials management for industrial capital assets](#), announced today that Robert “Bobby” Ball has been promoted to Chief Operating Officer. Ball came to Atlas in 2012 with over 10 years of experience in project management and leadership roles in the industrial construction industry, after receiving his BS in Civil Engineering at US Military Academy at West Point and an MBA from Duke University’s Fuqua School of Business.

In his previous role as SVP of Operations, Ball established standards of performance and expanded the operational capabilities of the company to deliver industry-leading implementations for Atlas’ Jovix™ materials management software for clients worldwide. Under Ball’s leadership, Atlas has deployed its Jovix™ solution on more than 200 sites across the globe, and has won two nationally recognized implementation awards including the CETI Intelligent & Automated Jobsite Award from Fiatech and Best Implementation of RFID from *RFID Journal*.

Now as COO, Ball will be responsible for operational excellence and accountability across Business Development, Operations, and Technical Support departments. Ball is uniquely qualified to align strategic priorities within Atlas to drive success for the company and for the clients it serves.

“Bobby’s service and dedication to the company has been constant and unparalleled since he joined us,” states CEO and founder Robert Fuqua. “He is a great leader, and has ensured that our clients realize exceptional results and support throughout the life of each project. His philosophy on implementation, support, and continuous improvement is a key factor in our sustained growth and our bright future.”

Prior to joining Atlas, Ball served as a project manager in the power industry, providing oversight of projects in excess of \$1.5 billion. Ball is also a veteran of the US Army, serving as a Captain in multiple combat tours in support of Operation Iraqi Freedom. Ball was awarded the Bronze Star with Valor Device for actions under enemy fire.

To find out more about Atlas RFID Solutions, visit [www.atlasrfid.com](http://www.atlasrfid.com).

### **About Atlas RFID Solutions**

Jovix™ is an award-winning materials management application developed by Atlas RFID Solutions specifically for the industrial asset market. Jovix™ combines web-based server software with mobile and auto-ID technologies to extend access to information to decision makers in the field, as well as digitize and automate manual paper-based data collection processes. Jovix™ provides value for Owner/Operators, EPC firms, contractors, fabricators and suppliers by removing impediments to productivity that result from material readiness issues.

To learn more about Jovix™, Atlas RFID Solution's modern materials management application used on more than 200 sites across the globe, and how it helps industrial construction projects and operating assets increase efficiency, protect schedule and reduce unnecessary costs, visit [www.atlasrfid.com](http://www.atlasrfid.com) or call +1 855-568-4151 in the US or +1 587-487-5737 in Canada.

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