

Bay Area Nonprofit Organization Appoints New CEO
ReliaTech Taps Ben Delaney to Lead Growth in Desktop and Network Installation and Support Services

ReliaTech, a leading provider of high quality computer service by certified technicians throughout the San Francisco Bay Area, today announced the appointment of Ben Delaney as their new CEO. ReliaTech provides computer and systems support and maintenance for consumers, small businesses, and nonprofit organizations. The company is a social venture of StreetTech, a 501c3 nonprofit that provides technical training and workforce development for low-income residents of Contra Costa County and San Francisco.

“I am thrilled to be joining ReliaTech, and to help more members of our community get the affordable technology resources and support they need to succeed,” said Ben Delaney. “ReliaTech is a valuable community resource that demonstrates how a socially responsible business can provide great service at a reasonable price while implementing sustainable technology programs.”

Delaney, who has more than 25 years of technology and marketing experience, previously served as the Director of Marketing and Communication for Springboard Schools, a non-profit school reform organization in San Francisco. While at Springboard Schools, Delaney increased web traffic by 400%, won several awards for marketing excellence, and obtained a Google Grant valued at \$45,000 for online advertising.

Ben Delaney has published more than 100 articles and has been quoted by the *Associated Press*, *BusinessWeek*, *CNN*, *Newsday*, *TIME* and the *Wall Street Journal*. His blog on nonprofit marketing (www.bendelaney.blogspot.com) is widely read. He was formerly the Publisher and Editor of *CyberEdge Journal*, and has made dozens of presentations internationally on topics ranging from the impact of technology on society to marketing techniques for small businesses.

Delaney is also the President of the Jack London District Association, and supports the ACLU and the Electronic Frontiers Foundation. His other interests include video editing, gardening, bicycling, fishing, billiards and reading. He resides in Oakland, Calif. with his wife.