

# Harren portfolio company Velosio Appoints Bob Knott as CEO; Joseph Longo as Executive Co-Chairman

Harren Equity Partners wishes to congratulate the management team at Velosio for recent enhancements to its leadership structure.

Bob Knott, a 30-year technology industry leader, has been appointed as chief executive officer. Bob will succeed Joseph Longo, co-founder of Velosio, who will transition to an executive chairman role and remain active in the business on a full-time basis.



Velosio is a leading business applications partner specializing in cloud services and industry-specific ERP, CRM, data-driven analytics and digital transformation solutions for mid-market and emerging enterprise businesses. As one of the largest Microsoft partners in North America, Velosio supports the entire Microsoft business solutions portfolio, including Dynamics and Dynamics 365, Power Platform, Microsoft 365 and Azure. Velosio is the only Microsoft Cloud Distributor that specializes in Dynamics 365, providing licensing and support to hundreds of growing Microsoft partners and over 4,000 clients. Headquartered in Columbus, Ohio, Velosio encourages community involvement and a people-centric culture of over 450 employees throughout North America. <https://www.velosio.com>

Bob Knott left his role as principal and national leader at BDO Digital USA in April 2022 and joined the Velosio board of directors some months later. Prior to his nearly four years with BDO Digital, Bob served as president of SWC Technology Partners, a company with a similar operating model to Velosio that drove sustained double-digit growth and profitability.

“Bob is a highly respected leader that shares our core values and has a distinguished record of driving growth in the B2B technology sector.” said Joseph Longo. “After working with Bob as a board member it became evident that we could accelerate growth by capitalizing on Bob’s success in digital cloud services and benefit from his experience in taking a company of our size and growing it significantly.”

“Velosio is a powerhouse,” notes Bob Knott, incoming CEO. “Their industry business and technology expertise along with considerable IP, consulting and indirect channel business has positioned the company for accelerated growth. I’m excited to be a part of that and looking forward to working alongside Joe and the rest of the Velosio team”.



- 20+ year-old Charlottesville, VA based private equity firm investing Fund IV.
- Majority ownership preferred.
- Manufacturing / Distribution, Healthcare Services, Business & Tech Services, Industrial Services
- Sector teams assisted by Harren Executive Partner (“HXP”) operating partner network.
- Target new platform EBITDA \$ 5-20 million