

Created in 1998 as NEOSA, IT organization re-engineers itself as “OHTech”

COSE’s Technology Network broadens with expanded services, evolving state-wide mission and partnerships.

(CLEVELAND, OH) - January 30, 2015 – As an organization succeeds and evolves over many years, elements central to the organization typically evolve, too. Yesterday, the Northeast Ohio Software Association (NEOSA) announced that as part of its ongoing transformation, a central feature of the organization – its name – had also evolved. Formed in 1998, NEOSA today answers to a new name: OHTech.

The change was announced by Brad Nellis, executive director of OHTech, a technology industry association that represents nearly 700 member organizations. Speaking to a group of tech leaders at the organization’s “TechThursday” event, Nellis provided background leading up to the change.



“As part of a strategic planning process begun several months ago, our board examined key issues of the organization and our industry,” Nellis explained. “The goal was to ensure we continue to grow and provide valued service to a growing tech community for years to follow,” he said.

Among other strategic recommendations, NEOSA’s board advised that the organization’s name be changed. “There are two drivers behind this recommendation,” said Gabriel Torok, president and CEO of PreEmptive Solutions and Chairman of the Board of Advisors of OHTech (previously NEOSA).

“Increasingly, software is a key ingredient in all manufacturing, operations and businesses. We seek to serve this broader community – not only those that sell software or software services, but also those who use software as an integral component of a variety of technical solutions and products,” said Torok.

Nellis agreed and added, “While creating and integrating software remains a vital part of our members’ daily world, the board strongly believed the term ‘tech’ more accurately encompasses our membership and the work of IT-centered organizations.”

“Hardware, mobile devices, apps, web services, integration, enterprise security, digital strategy – that’s the world of business today. The term ‘tech’ more accurately represents that world and our diverse membership’s place within it,” he continued.

The second main element of the new name involves “OH.” As with the term “tech,” the use of the abbreviated reference to Ohio also represents a key outcome of the board’s strategic planning.

“Representing the tech interests of a region has always been at the heart of our organization,” said Torok. “Our investigations revealed that a larger region, the state of Ohio, lacks a single organization that represents the tech industry.”

“Supporting tech on a state-wide basis as ‘OHTech’ strengthens and empowers our members and the community; it just makes sense,” said Torok.

Nellis pointed out that as part of the process, the organization engaged with many technology associations in Ohio, most notably in Cincinnati and Dayton. Initially, Nellis expects the collaboration with different organizations to center on advocacy, but content sharing, services, and coordinated events could expand through collaboration.

“OHTech looks forward to supporting its members and helping the tech industry in Ohio grow and thrive in any way we can,” he added.

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About COSE

COSE (Council of Smaller Enterprises) is committed to empowering small business success through a series of programs, services, events, and resources that support entrepreneurs, their businesses—and their employees. COSE helps small businesses achieve their idea of success in order to build richer, more vibrant communities that improve the economic climate and enhance quality of life. You can learn more about COSE at www.cose.org or contacting one of our small business concierges at 866-553-5427.

About OHTech

OHTech, formerly known as NEOSA, is an industry-led association, part of the Council of Smaller Enterprises (COSE). OHTech is an industry-led and driven organization made up of nearly 700 member tech companies from Ohio’s information technology sector. OHTech is dedicated to fostering an environment that enables the growth and development of the state’s technology-based companies to compete in a global market.