

Industry Leaders Form The Morpnic Group

Brookline, MA – October, 1, 2007. Today three leaders in the technology field and creative services industry announced the formation of The Morpnic Group, a Boston-based company specializing in "high-end Flex, ActionScript, and Flash development with an engineering focus." Joey Lott, Sam Roach, and Sam Ahn bring together decades of expertise and experience to fill what they see as a significant need for countless companies struggling to get up to speed in the Web 2.0 marketplace. The three are recognized throughout the industry for their leadership (authors of best-selling technology books and leading speakers at industry conferences) and award-winning work, and they feel that they offer to clients what no other agencies are offering: high-quality work with an engineering focus.

Quotes

"Working with agencies we've seen far too many of their clients disappointed when the agency couldn't deliver what they agreed to. We decided to lead with our technology strength, our ability to deliver, rather than sales. This is a key differentiator," says Sam Roach.

"We've already seen a tremendous and positive response," adds Joey Lott. "Companies are chomping at the bit to work with us because we fill an important niche. We're not looking to sell anything. We're just doing good work, which is a rarity in this industry."

Sam Ahn comments that "Our clients are serious about their work, and they appreciate our serious commitment to best of breed talent, practices, and methodologies. They seem to be really excited that for once they are working with real professionals."



About The Morpnic Group

The Morpnic Group specializes in high-end Flex, ActionScript, and Flexwork with an engineering focus.

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