

As Seen In

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N E W S M A K E R S

Ingenious Promotion

Michael J. Gencarelli has been named vice president of nGeneYes Inc., a business software development and information technology consulting firm in Garden City.

Gencarelli, who co-founded the firm in 2002 with his father, Michael P. Gencarelli, is assuming a new role in business development and client service. Previously, he worked as an IT technician for the company, outsourcing his services to several of the firm's clients.

According to Michael J. Gencarelli, the timing was right for him to assume his new role. "The company is starting to get a little bigger," he said.

In his new position, Gencarelli said he will be working on "bigger projects and more development." He added, "I will be doing more networking and promoting the company, to get our name out there."

According to Gencarelli, the firm's typical clients are small to mid-sized companies, across several industries. "I look forward to reaching out to local businesses to show them there is a better way to solve their challenging technology problems," he said.

— BERNADETTE STARZEE

