

Martello CEO Bruce Linton Receives CATA Leadership Award

Telfer Private Sector Leadership in Advanced Technology award recognizes the vision behind Martello's unique Employee-Directed Gift Program, and its contribution to corporate culture.

Ottawa, Canada (May 17, 2017) – Martello Technologies, the leading provider of fault and performance management capabilities for Mitel business communications solutions, announced today that CEO Bruce Linton was recognized by the [Canadian Advanced Technology Alliance \(CATA\)](#) with the **Telfer Private Sector Leadership in Advanced Technology** award, at the organization's annual Innovation and Leadership awards gala held this evening. The award recognizes Bruce's vision in developing the company's [Employee-Directed Gift Program](#), which has increased the company's community engagement while also taking an innovative approach to corporate culture.

Martello has seen rapid growth over the last few years, as the [leading provider of fault & performance management software as a service \(SaaS\)](#) for Mitel business communications solutions. Today, Martello's software manages the performance of more than 10,000 devices around the world, and to acknowledge this growth Bruce felt it was important to give back to the community. The Employee-Directed Gift Program was launched to support the causes that mattered most to Martello's employees and encourage involvement in Martello's communities around the world. The program makes financial contributions to causes and organizations in which Martello employees are actively involved. The outcome is what Martello likes to call the 'Ripple Effect': affecting real change in our community, one organization at a time.

Since its inception nine months ago, Martello's Employee-Directed Gift Program has seen contributions to a dozen community organizations, ranging from [benevolent funds offering access to sports teams for young athletes in financial need](#), to a high school program [supporting early childhood education in the Dominican Republic](#).

"We know that competition for talent is a critical issue for Canadian startups, and corporate culture has become a key recruiting tool", said CEO Bruce Linton. "Our employees are proud of the Employee-Directed Gift Program – it's a unique 'perk' that has an impact far beyond our own walls. This recognition is great validation of our unique community-building approach to corporate culture, and I thank CATA for the acknowledgement".

"Our Award winners and finalists have each demonstrated significant leadership as role models for the development of commercially successful enterprises in Canada", said John Reid, CATA President. "CATA is proud to act as an advocate for companies like Martello, to share their stories, and to provide a platform of programs and services to assist in fostering their growth".

Companies are increasingly realizing the [impact of corporate culture in recruiting talent](#) in Ottawa's competitive market. Martello has always been thoughtful about cultivating and nurturing its culture, and the Employee-Directed Gift Program has had a strengthening effect. To learn more about Martello's Employee-Directed Gift Program, visit <http://martellotech.com/martello-gives-back/>. To see what our team of Martellians have to say, check out [Thinking Innovatively About Corporate Culture: Community Engagement](#).

About CATA The Canadian Advanced Technology Alliance (CATAAlliance) is **Canada's One Voice for Innovation Lobby Group**, crowdsourcing ideas and guidance from thousands of opt in members in moderated social networks in Canada and key global markets. ([No Tech Firm Left Behind](#)). The Canadian Advanced Technology Alliance (CATAAlliance) grows the revenues of its members by creating a collaborative edge — a chain of expanding value that ripples across Canada's Innovators, Commercializers, Users, and Professionals. The largest high-tech association in Canada, CATAAlliance matches businesses with opportunities across almost every sector, so that we can all do business together. Reaching out from Canada, CATAAlliance members are connected with investment and partnership opportunities with the major global companies.