

# Visory Taps Lori Simpson to Lead Operations and Customer Service

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**Chesterfield, MO** - Nov. 2, 2022 ([BUSINESS WIRE](#)) - [Visory](#), a provider of technology management, cybersecurity and hosting solutions for the accounting, wealth management and construction industries, today announced that Lori Simpson will lead its operations and customer service teams in a newly created role for the growing company.



As Vice President, Operations & Customer Service, Simpson is responsible for overseeing and integrating Visory's operations and customer service teams, which have tripled in headcount since the company formed earlier this year as the result of the merger of RightSize Solutions, True North Networks and Swizznet. She will be based in the company's Swanzey, New Hampshire office.

"I'm excited that our entire company and all of our clients will now benefit from Lori's deep expertise in building and managing operations and high-performance service teams," said Bob Hollander, Chief Executive Officer of Visory. "Lori's proven ability to take service to the next level is Visory's Obsessive Support in action, and we look forward to her leadership in this new role."

Lori Simpson has more than 20 years of customer service and client management expertise. Most recently, she served as Chief Operations Officer for True North Networks, a provider of cybersecurity and technology solutions for independent registered investment advisors (RIAs), where she streamlined operations and implemented a robust customer service culture, instilling a fiduciary-focused mindset across the entire company.

Visory's Obsessive Support® is the company's pledge to the 4,500 organizations it serves. In

every interaction, Visory's experienced professionals strive to exceed client expectations by drawing on their industry knowledge and technical expertise to solve problems quickly and completely.

## **About Visory**

Visory is the hands-on technology partner for independent financial advisors, accounting firms, construction firms and other businesses. The company combines deep knowledge of the best business-oriented technology with proven industry expertise to deliver thoughtful solutions and support to help firms grow. The company maintains headquarters in Chesterfield, Missouri, with a remote workforce and other office locations across the U.S. For more information, visit [www.visory.net](http://www.visory.net).