



David Elsner named Chief Executive Officer

WCC TECHNOLOGIES GROUP

Veteran technology executive brings more than 35 years of leadership experience and a proven track record of driving business growth.

Chino, CA — Oct 19, 2026 — WCC Technologies Group is pleased to announce the appointment of David Elsner as Chief Executive Officer, marking a new chapter in the company's growth and its continued commitment to being the backbone for IT.

Since joining WCC Technologies Group as Vice President and General Manager in 2025, Elsner has played an instrumental role in expanding the company's capabilities, recruiting new talent, strengthening manufacturer partnerships, and building relationships across the technology community.

Elsner brings more than 35 years of experience in technology sales, business development, and executive leadership. His career includes helping grow PBNI into a \$600 million business and scaling Nexus IS from \$20 million to \$800 million over eight years. As founder of The Tech Sales Coach, he has also mentored thousands of sales professionals and advised more than 50 organizations on sales growth and leadership development.

"Dave has helped us see new possibilities for WCC's future," said John Haygood, owner of WCC Technologies Group. "His experience, vision, and commitment to our people and customers make him the right leader for this next chapter. I'm proud to welcome him as CEO as we build on the foundation that has made WCC what it is today."

As CEO, Elsner will work closely with Johnny and Matt Haygood, who remain integral members of WCC's leadership team. Together, they will focus on expanding the company's technology solutions, strengthening strategic partnerships, and delivering the personalized service that has defined WCC Technologies Group for more than two decades.

Founded 23 years ago, WCC Technologies Group continues to build upon its family-owned legacy while embracing new opportunities for innovation and growth.

With Elsner at the helm, WCC remains committed to a simple mission: *Being Your Backbone for IT.*

ABOUT WCC TECHNOLOGIES GROUP

WCC Technologies Group is a technology solutions company based in Chino, California. For 23 years, WCC has supported its customers' technology needs while building lasting relationships with employees, customers, and manufacturer partners. Guided by its mission to be "Your Backbone for IT," WCC continues to expand its capabilities to serve its customers.

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