



Michael Smith  
President

## Contrast Helps Customers Generate New Business

### *Leading MTSP Enhances Customer Profitability Above and Beyond Technology Solutions*

NE and Central PA – December 23, 2025 – Contrast, a leading managed technology services provider (MTSP), announced the expansion of its customer success strategy through its strategic partnership with Connect Outbound — a team redefining how modern businesses generate growth in the age of automation and AI. The partnership reflects Contrast's ongoing mission to help customers not only protect their technology but also grow their revenue.

As AI transforms sales and marketing, many companies have become obsessed with automation and volume. But the most successful organizations know that relationships — not algorithms — build businesses. While typical lead generation strategies rely on massive numbers and often lead to unqualified prospects or compliance violations, Connect Outbound was founded upon an entirely different approach. Instead of blasting out cold calls or mass emails, Connect Outbound designs precision outreach campaigns that reflect each client's brand voice, values, and goals. Their approach combines proven outreach methods with the human warmth

and professionalism that today's AI-saturated market is missing.

Connect Outbound began by supporting Members of the Technology Assurance Group (TAG), a coalition of more than 150 technology companies representing over \$1 billion in annual transactions. Within just a few years, the company grew from an idea into a 27-member team and is on track to double in size next year.

“Our secret wasn’t just better technology — it was better people,” said Ryan Mulvany, CEO of Connect Outbound. “We bring in ambitious, coachable college students, mentor them, and help them develop both personally and professionally, then provide them with a full-time opportunity when they graduate to accelerate their careers. That growth mindset flows directly into every client relationship we manage, which is important when we act as an extension of your in-house team, embodying winning values.”

While most outbound firms measure success by call volume or email counts, Connect Outbound focuses on outcomes. The team builds custom campaigns designed to turn cold calls into warm conversations — emphasizing quality over quantity.

“Any business owner can buy a dialer and start blasting calls,”

added Mulvany. “But if you’ve ever been on the receiving end of a poorly trained rep or an AI chatbot that doesn’t understand your question, you know how quickly that can ruin a reputation. We deliver precision, not noise.”

For Contrast’s clients, the partnership means access to a proven resource for outbound growth — one that operates with the same customer-centric, results-driven philosophy Contrast brings to technology.

“Technology is just one piece of the puzzle,” said Michael Smith, President at Contrast. “Our customers need systems that make their business stronger — whether that’s through cybersecurity, cloud solutions, or sales enablement. Partnering with Connect Outbound helps our clients translate operational efficiency into measurable revenue growth.”

With compliance concerns and data-privacy regulations evolving faster than ever, many companies are wary of fully automated outreach. Connect Outbound’s U.S.-based team ensures all communication is compliant, on-brand, and personal — offering a human-first alternative to risky AI-driven mass outreach.

The company’s guiding principle — “Build the people, and the people will build the

business” — echoes Contrast’s broader philosophy that lasting success comes from empowering people, not just deploying tools.

## **ABOUT CONTRAST**

Contrast is a regional provider of Communication and IT solutions and services. We provide custom on-premise and cloud-based solutions, managed services and live, 24/7 customer support for voice and unified communications systems, contact centers, HD video conferencing, infrastructure, networking, and storage and back-up. High performance businesses, governments and non-profit organizations choose Contrast to

CONNECT, CLOUD-enable and CARE for their end-to-end communication and IT requirements. For more information please visit <https://www.contrastcommunications.com/> or call (570) 966-1515.

## **ABOUT CONNECT OUTBOUND**

Connect Outbound is a U.S.-based sales growth and outbound marketing partner that helps businesses accelerate revenue through highly targeted outreach and quality sales conversations. Acting as an extension of your team, we build and execute go-to-market strategies that consistently

drive pipeline growth. Our Business Development Representatives—recruited from top business schools—specialize in engaging decision-makers with relevance, professionalism, and precision.

With month-to-month flexibility, performance-based billing, and a proven track record across industries like Managed Technology Service Providers, Private Equity, SaaS, and other high growth focused companies, Connect Outbound delivers predictable sales opportunities that power scalable growth. For more information, please visit [www.connectoutbound.com](http://www.connectoutbound.com).