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Daman Wood Named President and COO of OPTRIC

The promotion recognizes Wood's leadership contribution as OPTRIC moves from launch into its next phase of growth.

DALLAS, TEXAS / July 28, 2026 - OPTRIC announced the promotion of Daman Wood to President and Chief Operating Officer, expanding his role atop the Total Technology Optimization platform as it scales its integrated model across connectivity, managed IT, expense management, cloud, and cybersecurity. Wood continues to report to founder and CEO Micah Cooksey.

Wood joined OPTRIC earlier this year as Chief Operating Officer. In the months since, he has taken direct ownership of the operational rigor behind OPTRIC's model, standing up the systems and accountability structures that allow the company to manage its four capability areas as one connected discipline: Carrier Management, Managed Services, Cloud & Network Optimization, and TEM & UEM. The expanded role recognizes the operational leadership Wood has provided across the company since joining. Prior to joining OPTRIC, Wood led operational growth at multiple technology service companies.

"Daman has a rare combination of strategic clarity and operational discipline," said Cooksey. "Since joining OPTRIC, he has brought the rigor that allows a platform of our scale to grow without losing what makes it work. Elevating him to President is both a recognition of that impact and a reflection of the confidence I have in the next chapter we'll build together."

"OPTRIC was built on the conviction that technology should be managed as one integrated system, and that same conviction now shapes how we operate as a leadership team," said Wood. "I'm grateful for Micah's trust and excited to keep building the operational foundation this platform needs as we grow."

Continuity for customers, partners, and the channel

OPTRIC continues to scale across its nationwide customer base. It's customers continue working with the OPTRIC teams and account leads they already know, and Firefly Telecom remains OPTRIC's named partner program for the channel and sub-agent community. The company's focus stays on deepening capability integration and advancing the disciplined acquisition strategy that has built the platform.



Daman Wood, President & COO, OPTRIC

About OPTRIC

OPTRIC is a Total Technology Optimization company that manages connectivity, managed IT, expense management, cloud, and cybersecurity as a single interconnected system. OPTRIC serves more than 1,000 clients across the United States, manages over 35,000 locations, and oversees more than \$1 billion in annual technology spend. The company delivers across four integrated capability areas: Carrier Management, Managed Services, Cloud & Network Optimization, and Telecom & Utility Expense Management (TEM and UEM). Headquartered in Dallas, Texas. Learn more at www.optric.com.

Contact

Michael McAteer

Brand Manager, OPTRIC Marketing & Communications

michael.mcateer@optric.com

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