



Jack Nagy founder and CEO of mta360 has a unique and exemplary history in the HVAC industry. With over four decades of hands-on experience at the contractor, distribution, and corporate levels, Jack's perspective is empathetic to the real-world challenges facing today's contractor in affordable Internet lead generation. He talks straight and has the ability to simplify business functions to their core.

Jack began his profession in the HVAC industry working for his father's plumbing, heating and cooling company in New York City. In subsequent years Jack earned a degree in electrical engineering as well as an MBA. Prior to starting his own company, Jack's last 14 years were with a major air conditioning company where he was quickly promoted to Sales Leader and eventually Regional Sales Leader. He demonstrated successes and ability to apply his business acumen in various markets and continued to post year over year growth at a staggering rate.

Combining his industry expertise and his fresh perspective on marketing, advertising, and lead generation, Jack changed the game with exponential market growth. Under Jack's leadership, sales increased over 400% in fewer than four years!

Having accomplished his corporate goals, Jack founded Desert Consultants with a simple goal: Help HVAC contractors generate high quality leads while providing the training and resources needed to improve their profitability.

Desert Consultants evolved into mta360 in 2011 as a comprehensive consulting, marketing, advertising, and training organization and now is the HVAC industry's premier digital Internet Company. By establishing strategic partnerships with nationally recognized media firm's mta360 executes lead generation programs at the contractor, distributor, and manufacturing levels. The company's broad range of capabilities includes: all digital, Internet, newspaper, magazine, social media, direct mail, radio, network television, cable, email marketing, billboard, and mobile media lead generation options. Each program is delivered in a turnkey format for customers and is uniquely adapted to their market.

mta360 understands that today's business owner wants his or her company to succeed on many levels. The company's unique advantages and digital technology continually garnish praise and produce positive results in markets across the country.