

Buyer of IT firm co-owned by former star of The Apprentice rebrands

The group that bought a Manchester IT firm co-owned by a former star of The Apprentice has rebranded.

Managed IT Services Group (MITSG) acquired Everything Tech for an undisclosed sum [in July 2022](#).

Everything Tech was co-owned by Ruth Hall who as Ruth Badger finished second in The Apprentice in 2006.

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The firm also has offices in London, Glasgow and Cannock and was also co-owned by Lee Wrall and Anthony Hautin.

Now MITSG has announced it has rebranded as Everything Tech Group.

Founded by Mark Allen and Phil Smith, MITSG is a UK-based managed services provider established to offer SMEs managed services around four specialist units – cloud and remote desktop services, networks and security, voice and contact centre and IT support.

It is backed by Boost & Co whose other portfolio businesses includes Salford-based ProofID.

According to documents filed with Companies House, the business posted a turnover of £1.6m and a pre-tax loss of £408,854 for 2021.

Mr Smith, who serves as the group's COO, said: "MITSG has grown rapidly through our four material acquisitions since May

2021 and we have a sound footing in all the areas in which we wanted to concentrate, owing to the expertise of the people at each of these companies.

“With the addition of Everything Tech, we feel it is now time to launch a new identity for the group.

“The pre-existing Everything Tech brand and culture appealed to us just as much as it will appeal to clients of the companies that our acquired companies were already working with.

“The brand is fresh, engaging, and something we can stand behind and build our group around.

“This isn’t just about changing the badge on the door. The rebrand will unite our people, our identity, our culture and our group-wide capabilities.

“I am both proud of how far we have come and excited for the future for our companies.”

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