

TraceGains' Growth Continues with the Return of Jennifer Brusco to its Marketing Team

DENVER, CO, UNITED STATES, July 26, 2016 /EINPresswire.com/ -- TraceGains, the leading Food Safety and Quality Assurance (FSQA) software solution for food and consumer packaged goods (CPG) companies, welcomes Jennifer Brusco back to the organization. Brusco had previously held the position of Director of Media & Content at TraceGains, but left in 2015 for an opportunity in a different industry. TraceGains' continued growth convinced her to return to the company to fill a newly-created Director of Marketing position.

"We are delighted to welcome Jennifer Brusco back to our marketing team," said TraceGains' CEO Gary Nowacki. "She will be able to hit the ground running and will make an immediate contribution to TraceGains' success. As our company continues to grow, we will rely on her ability to design a strategic marketing roadmap, inspire tactical execution, and produce measurable results."

Ms. Brusco is a talented writer and strategist who will direct TraceGains' efforts to develop educational content that is relevant to food safety and quality professionals as they go about their day-to-day jobs. She is a savvy communicator who is adept at developing materials that foster authentic

relationships to promote business growth.

Sharing her enthusiasm for returning to TraceGains, Ms. Brusco said, "TraceGains is an exceptional company that has made great strides in the food and beverage industry by helping companies become 365 Audit Ready and secure in their compliance with the multitude of regulations they face every day."

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TraceGains expansion continues with new marketing director, Jennifer Brusco



Brusco's hire represents the second newly-created position at

TraceGains this month. TraceGains' growth has been fueled by the increased regulatory burden on food and beverage companies. More and more companies are choosing TraceGains as their one-stop solution to meet the requirements of [FSMA](#), GFSI, and food safety audits.

Prior to her return to TraceGains, Brusco was Client Marketing Manager for iTriage LLC in Denver. She has held various marketing and communications positions in the technology and healthcare sectors. She holds a Master of Science degree in Technical and Scientific Communication from Northeastern University and a Bachelor of Science degree in English from Slippery Rock University of Pennsylvania.

About TraceGains

TraceGains' cloud-based SAAS solution provides food and CPG companies with an integrated quality, supplier, compliance, and regulatory document management system that eases compliance with FSMA, GFSI, and HACCP. By automating, innovating, and streamlining Food Safety and Quality Assurance, TraceGains' customers are 365 Audit Ready™ and the system typically pays for itself in only four to six months.

TraceGains is the winner of the 2016 Stratus Award for Cloud Collaboration. The company is also among the Food Logistics Top 100 software and technology providers and a Top 20 Information Technology Firm by Coloradobiz magazine. Learn more about TraceGains products at www.tracegains.com. Follow TraceGains on Twitter @TraceGains.

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