

TraceGains Welcomes Katerina Reed to Rapidly Growing Team

WESTMINSTER, CO, UNITED STATES, July 24, 2017 /EINPresswire.com/ -- [TraceGains](#), the leading compliance software solution, revolutionizing information exchange across the supply chain for Food, Beverage, and CPG companies has expanded once again with the addition of Katerina Reed as Product Marketing Manager.

Reed is a 12-year veteran in product marketing and product development. In her previous role, Reed directly managed more than 400 SKUs and worked closely with multiple factories and suppliers within the food industry. Prior to that, Reed spent 10 years in consumer packaged goods (CPGs), primarily in the pet industry. She managed and developed pet products for Petco, PetSmart, Walmart and Target, many of which are still being sold in stores today. If you have a pet, chances are very good you have one of her products!

"I am thrilled to welcome Katerina to our team," Jenn Brusco, Director of Marketing, TraceGains, said. "Not only does Katerina bring positive energy, can-do spirit, and a creative problem solving skillset, but she is also poised with solid product marketing knowledge and experience that will enable her to effectively accelerate and optimize our product marketing initiatives."



Reed shared her excitement about joining the TraceGains team by commenting, "Coming to work for TraceGains is super exciting for me. Not only do I get to continue marketing products (which I love) but I also get to utilize my many years of experience while embarking on a new and exciting adventure into the tech industry!"

Reed holds a Bachelor of Arts degree in Psychology from the University of Colorado, Boulder, and has held positions in product management and marketing for such companies as Daskocil Manufacturing, Hunter Douglas, and Mrs. Fields Famous Brands.

About TraceGains

TraceGains is a rapidly growing software company, delivering a sophisticated suite of products for food, beverage, and CPG companies. TraceGains solutions empower our customers to satisfy compliance with regulations and industry standards such as FSMA, GFSI, and HACCP, without the need for additional staff.

At the heart of TraceGains is a robust platform that enables companies to automate and optimize their processes through instant information sharing and collaboration between supply chain partners, which saves time and improves food safety and quality.

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 was named a Top 20 Information Technology Firm by ColoradoBIZ magazine. Learn more about TraceGains products at www.tracegains.com. Follow TraceGains on Twitter [@TraceGains](https://twitter.com/TraceGains).

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