

# PeerAssist Appoints Maureen Heck, VP of Customer Experience

*PeerAssist continues solid growth and appoints a new strategic position with Maureen Heck becoming the VP of Customer Experience.*

COLUMBUS, OH, US, March 31, 2022

/EINPresswire.com/ -- [PeerAssist](#) is

gaining visibility in the construction technology market with its steadily

growing cloud-based field-productivity platform and has announced the appointment of Maureen Heck as VP of Customer Experience. Maureen joined PeerAssist in August 2021 after many years in construction which quickly demonstrated added value across the company. She hails from a leading commercial subcontractor in the Silicon Valley where she started in Accounting and then joined their Project Management, Tenant Improvement team specializing in metal framing and drywall but also worked closely with other in-house scopes of work, plus their internal precon, prefab, and BIM departments. Maureen's background is integral to understanding contractors' needs and implementing effective solutions for construction peers and has proven to be an asset at PeerAssist.

Recognizing the advantages of partnering with a growing company at the forefront of technology, Maureen joined PeerAssist and dove in headfirst. Her role to date has consisted of training and support, webinars, providing technical expertise in sales demonstrations and tradeshow, and organizing a library of articles and videos for training and marketing purposes. Maureen has quickly transitioned to the technology world and grasped the UI/UX and integrative services side of the company, leading the efforts in PeerAssist's integration with Procore.

As VP of CX, Maureen's reach will span Customer Success, Sales & Marketing, and Product Development to ensure a smooth customer journey. "I love having one foot in construction through demos and training, it helps me stay connected to my people and keep up with the industry – but I am also very passionate about product development and helping to build out standard integrations in our cloud-based product that will be productive and meaningful to our peers... I'm looking forward to a role that allows me to branch out and contribute in more areas," she says.



PeerAssist

PeerAssist is an innovative leader in construction technology with 15 years of history in custom software and an integrated services division in addition to their cloud-based field productivity.

#### About PeerAssist

PeerAssist is a leading provider of construction software solutions that unite the field and office. Our platforms drive operational efficiency specifically designed for construction – for general contractors and subcontractors. Headquartered in Columbus, Ohio, PeerAssist has global offices extending from the US to Bulgaria. [www.peerassist.com](http://www.peerassist.com).

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