



# Fresh Retail Software Leader Invafresh Announces Appointment of Sarah Sandberg as Chief Customer Officer

*Invafresh positioned for continued customer growth across the global grocery industry*

TORONTO, ONTARIO, CANADA, January 11, 2023 /EINPresswire.com/ -- [Invafresh](https://www.invafresh.com/), the grocery industry's leading fresh retail platform, today announced the addition of Sarah Sandberg to the Invafresh Executive Team as Chief Customer Officer.

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We are excited to have Sarah join our leadership team. Her passion and drive for customer success is evident in her leadership experience.”

*Tim Spencer, Chief Executive Officer at Invafresh*

Sandberg is an accomplished senior executive with over a decade of customer success and leadership experience building high performance, customer-centric teams. Her broad expertise includes senior leadership positions with Lightspeed, NuORDER, Etail Solutions, and Fuel Cycle. In her position as Chief Customer Officer, Sandberg will oversee the scaling of Invafresh’s customer engagement strategy across Invafresh—including customer onboarding, customer success, and the support organization—to deliver

an exceptional experience at every stage of the customer life cycle.

“I’m excited to join the Invafresh team and to be part of an organization that is making a positive impact to how grocery retailers use technology to deliver the freshest experience to their customers,” said Sandberg. “My focus will be to ensure that our customers get the most value out of their investment with Invafresh by understanding their business needs and providing data-science-backed actionable insights to their operations. I look forward to visiting our customers to learn more about their business goals when it comes to their Fresh operations.”

“We are excited to have Sarah join our leadership team. Her passion and drive for customer success is evident in her leadership experience,” said Tim Spencer, Chief Executive Officer at Invafresh. “We’re committed to delivering a best-in-class experience for our customers, and this newly created position is a demonstration of our focus on being a trusted partner to our customers. With her customer-first approach, Sarah has proven experience to build upon the exceptional level of customer care we’ve created.”

This appointment comes at a time of continued growth and market momentum for Invafresh.

The company has expanded its cloud-native and analytics capabilities to deliver an industry leading fresh retail platform and is poised for expansion in 2023.

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#### About Invafresh

With a combined 500+ years of Freshology experience, the heritage of Invafresh has enabled fresh food retailers to create extraordinary store operations performance and differentiated customer experiences. As the leader of Freshology, Invafresh is deployed in more than 25,000 grocery stores spanning a global reach of 15 countries with more than \$100 million of Fresh revenue being transacted daily, to provide omnichannel demand forecasting, merchandising, replenishment, and sustainability and compliance. Learn more at <http://www.invafresh.com>

Lisa Langsdorf

GoodEye PR

+1 347-645-0484

[email us here](#)

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