



# Xraised Hosts Exclusive Interview with Shane Barker: How TraceFuse is Transforming E-Commerce Reputation Management

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RENO, NV, UNITED STATES, September 17, 2025 /EINPresswire.com/ -- In a recent Xraised interview, industry veteran Shane Barker shared how his company, TraceFuse, is pioneering a breakthrough in Amazon review removal. With over two decades of experience in marketing, Shane explained his journey from shaping Fortune 500 digital strategies to building a cutting-edge platform that empowers e-commerce sellers.

[Watch the full interview on Xraised.](#)

## From Marketing Visionary to Amazon Innovator

Shane Barker's career spans more than 20 years in marketing, working with global brands and teaching influencer strategies at UCLA. His pivot into e-commerce came when he noticed a recurring pain point for sellers—negative reviews.

"What I saw was that a single negative review on Amazon could destroy trust and sales momentum overnight," Shane explained during the Xraised interview. That realization inspired him to launch TraceFuse, a company dedicated to protecting brand reputation.

## Pioneering 100% White Hat Review Removal

At the core of TraceFuse's mission is the first and only fully TOS-compliant system for Amazon negative review removal. Unlike risky black hat methods, Shane's platform leverages AI and automation to ensure compliance and sustainability.

"TraceFuse is about empowering sellers with tools that not only work but stand the test of time," Shane said. "Our system provides peace of mind while safeguarding long-term growth."

Learn more about TraceFuse's innovative approach at [tracefuse.ai](https://tracefuse.ai).

## Helping Sellers Regain Control in a Crowded Marketplace

With the rise of e-commerce, the battle for visibility and credibility has never been tougher.

TraceFuse helps sellers protect their brand integrity, eliminate damaging reviews, and ultimately increase conversions on Amazon.

For sellers overwhelmed by competition, Shane offers hope: "Our AI-driven platform is designed to remove unnecessary roadblocks so sellers can focus on scaling their businesses."

### Connecting with TraceFuse

Entrepreneurs, Amazon sellers, and investors can connect directly with Shane and the TraceFuse team to discover how review removal is unlocking growth across industries.

Visit [www.xraised.com](http://www.xraised.com) to hear Shane's full interview, or explore solutions directly at [tracefuse.ai](http://tracefuse.ai).

Sellers can also try the free [Amazon Review Checker](#) to instantly analyze their product reviews and uncover hidden issues affecting their brand reputation.

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