

# Tracesmart Appoints New Sales Director



Released on: September 4, 2008, 6:00 am

Press Release Author: [Tracesmart Corporate](#)

Industry: [Internet & Online](#)

**Press Release Summary: Exemplary performance see's Chris Rothwell promoted.**

Press Release Body: Tracesmart, premier providers of consumer tracing, [data cleansing](#) and identity verification tools, have announced that on 1st September 2008, Chris Rothwell was appointed the role of Sales Director. This follows on from a record year of sales for the Cardiff based company, in which Rothwell played a pivotal part.

Having worked for Tracesmart for nearly six years, Rothwell has headed up both the Trace and Sales teams – roles which he has flourished in. Prior to joining Tracesmart, Rothwell worked in a variety of positions including credit card fraud analysis for HBOS card services, the experience of which has served both him and the



company well as one of Rothwell's key roles is the development and sale of Tracesmart's electronic identity verification tool - Smart ID Plus. Utilised in both [know your customer](#) and [anti-money](#)

[laundering](#) exercises, Smart ID Plus has gone from strength to strength with his guidance and knowledge.

Rothwell also has a strong understanding of another of Tracesmart's primary markets – the debt collection industry. His time as head of the tracing team gave him a huge insight into the industry and when he transferred to the sales department this knowledge helped the company to make huge strides in the collections arena and establish themselves as market leaders.

Commenting on his promotion and future plans Rothwell noted, "I am honoured to take on the role of Sales Director at Tracesmart and my initial goal will be to expand our sales team. During the last fiscal year we have seen an unprecedented rise in demand for our services – especially in the financial sector where banks and building societies are looking to initiate [asset reunification](#) campaigns in order to reunite lost customers with their [unclaimed assets](#). In my new position I aim to ensure that the company continues to enjoy the exceptional growth we have experienced over the last year."

As a result of his new appointment, Rothwell now finds both business strategy and data purchase fall under his jurisdiction. He is also responsible for ensuring the company's services continue to meet the high standards clients have come to expect.



Discussing Rothwell's promotion, Mike Trezise, Managing Director at Tracesmart, highlights the reason for the appointment, "Chris has worked tirelessly to drive the company forward and increase our exposure in a range of different markets; whilst he was Sales Manager the company witnessed record sales and a large increase in annual profit. It is because of this performance that I am more than happy to entrust Chris with the responsibility of Sales Director – I know that he will ensure our forthcoming financial year is even more rewarding than the last."

## **Notes to Editors**

- Tracesmart was formed in 1999 and supply a diverse range of consumer data cleansing, identification and tracing tools to a wide variety of industries. Their client base ranges from SME to Blue Chip, who are all recipients of bespoke solutions, built around their specific needs.
- Michael Trezise is the founder and Managing Director of Tracesmart. With over 25 years tracing and fraud analysis experience his unrivalled knowledge provides the company with a distinct competitive advantage.

**Web Site:** <http://www.tracesmartcorporate.co.uk>

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