

Identity Checks Supplier Continues To Expand



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Author: [Tracesmart](#)

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Leading suppliers of [identity checks](#) and [anti-money laundering](#) services, Tracesmart, are to expand their workforce which will help manage the increasing demand for their services. The expansion will specifically involve the administration, sales and IT teams.



Tracesmart is currently active in a number of industries however the key B2B markets in which it operates include pensions and debt collection. Both these sectors use the company's [data cleansing](#) and consumer location services to [trace people](#) in order to re-establish contact. The pensions industry further utilises Tracesmart's Existence suite of services which can be used to identify scheme members who have relocated or are deceased, this helps pension schemes better manage their member payments, and protect themselves and their members against fraud.

Demand for [Tracesmart Corporate](#) services has already prompted the company to recruit seven new members of staff over recent months. They now plan to recruit a further eight to strengthen their numbers and continue their expansion within their core and new commercial arenas. Tracesmart's employee levels will soon total sixty, and the company headquarters still has capacity for further growth as their Business Support Manager, Rebecca Westlake, commented,

"We recently completed the refurbishment of our newly expanded Cardiff head office. In line with our expansion plans, the improvements have allowed us to develop and deploy individual teams efficiently and effectively to optimise our work environment."

With close ties to both his front line staff and the company's major clients, Tracesmart's Managing Director, Mike Trezise, is fully aware of how and when the

company will continue to expand. Commenting on his company's development Trezise stated,

"We continue to reap the rewards of our ongoing marketing and sales campaigns within our core sectors. Demand has further led us to increase our staff to meet current and new client needs. We will continue to ensure our clients receive the best possible service and I'm confident that we'll experience sustained growth in 2010."

About

Tracesmart:

Established in 1999, Tracesmart Ltd is a leading provider of consumer intelligence services. It specialises in the provision of data cleansing, consumer tracing and identity verification. Prominent in the pensions, legal, financial and retail sectors, their fraud prevention and anti-money laundering solutions are employed by a growing legion of businesses ranging from SME to FTSE 100 companies. Recently, the company's management has embarked on a rapid growth strategy, doubling staff numbers and office accommodation at its Cardiff Bay headquarters in addition to opening a City of London office to satisfy existing and anticipated future demands for its products and services.

Rebecca

Westlake

With extensive experience in both the private and public sector, Westlake is well equipped to manage Tracesmart's internal logistics as its Business Support Manager. Her broad knowledge of business operations guarantees she is well versed to handle Tracesmart's continued growth and ensure that both internal requirements and client needs are met.

Mike

Trezise

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 and continues to drive the company's growth.

Contact Information

- Owen Roberts, Communications Manager
- TRACESMART Ltd
- 2 Sovereign Quay
- Havannah Street
- Cardiff
- CF10 5SF
- Tel: 029 2047 4114
- Email: owen.roberts@tracesmart.co.uk
- www.tracesmartcorporate.co.uk

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