



## OnTrak Software Expands Sales and Development Teams

*Key hires reinforce company's stance as a top innovator for some of the nation's largest beverage-alcohol distributors*

**Cincinnati, Ohio – June 24, 2020** – [OnTrak Software](#) today announced that it continues to grow its sales and product teams in response to ongoing national demand among beverage-alcohol distributors.

Among the team's latest additions, Dan Turner was named an iOS developer and Mark Dougherty was appointed the newest account executive – both based in the company's Cincinnati office. The new positions further the company's commitment to enhancing beverage distributors' ability to efficiently track POS data, measure POS costs and market share as well as manage supplier bill-backs and draught line cleaning compliance.

"Even amidst the current economic uncertainties, our business continues to grow and innovate, as our software solutions serve as the backbone of beverage distributors' ability to not only serve their clients, but also expand their offerings," said Mark Fullerton, president at OnTrak Software. "I'm pleased to announce the addition of Dan and Mark to our team, as it further accelerates our customer service and enables us to address distributors' ever-expanding needs."

Turner, a former software engineer at West Chester, Ohio-based DUBTEL, specializes in mobile development and serves an integral role in the ongoing innovation within the OnTrak products used by thousands of sales representatives, marketing professionals and warehouse personnel across the country. He states he is "looking forward to improving customers' experience by giving them mobile apps that make it easier for them to use OnTrak's products on the go."

With more than seven years of experience, Turner also previously served in programming and development roles at Atomic Robot and Quote Guardian. He holds a computer science degree from Capital University.

As the newest addition to OnTrak's sales team, Dougherty states, "I'm excited to join OnTrak software because I believe we are just beginning to scratch the surface related to the impact we can have on beer, wine, and spirits distributors across the country. We are helping them lower POS marketing costs and become more efficient in their operations. I am excited to bring my sales experience and share best practices with our leadership team, and they are open to implementing strategies that will continue to drive our success. I look forward to becoming a valued contributor to this incredible team."

He most recently worked at ADP, where he served as an associate district manager. With more than eight years of business development and sales experience, he has also served in high-growth positions at The Devine Group, Zywave, Paychex, Verizon Wireless and iHeartMedia. He graduated from The University of Wisconsin-Madison with a communications degree.

### **About OnTrak Software**

OnTrak delivers innovative software solutions to help beer, wine and spirits distributors track, measure and manage point-of-sale (POS) marketing, line cleaning, and tap handle surveying activities. For more than 10 years, OnTrak has successfully provided software solutions to the beverage alcohol distribution industry. Ten of

the Top 20 beer distributors, and three of the Top 10 wine and spirits distributors in the United States depend on OnTrak solutions every day. This is no surprise, as all of OnTrak's products were developed based on business requirements from existing and potential customers. Visit [www.ontraksoftware.com](http://www.ontraksoftware.com).

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