

Alex Walters joins Authenticate as Chief Commercial Officer

With close to 20 years' experience managing the sales functions of leading software and technology businesses within the food and beverage industry, Alex Walters will lead the sales function for both new and existing Authenticate members



Having previously worked as European Sales Director for Barbox, the online ordering platform for the drinks sector which later formed the iTradeNetwork, now a global ecommerce and procurement platform, Alex has extensive experience of handling complex integrations involving cross-tier cooperation.

Responsible for leading the expansion of Authenticate's modular solutions, Alex comments "the platform's mix of user-friendly software and managed services are fulfilling the most significant demands faced by the majority of modern food businesses today."

"Authenticate has an outstanding client base, comprising top UK supermarkets and leading manufacturers who are operating globally and seeing the benefits of using technology to relieve the increased pressure on technical, ethical and environmental compliance whilst getting the best out of their supply chain for the benefit of their business and the end consumer".