

Authenticate opens North America office

Following the recent announcement of £2.3m investment in the firm, Authenticate has established a new office in Florida to support its growing client base in North America and Canada.

The US sales function will be managed by newly appointed commercial officer Rick Salvadore, the first representative to be permanently based in the region.

With a number of US food businesses signing up to access Authenticate's online supply chain solutions, chief commercial officer Alex Walters comments: "As we grow our global network of customers, we are looking to enhance our team and support new growth. I am delighted to welcome Rick and look forward to working with him as we serve new and existing clients in North America".

The original Authenticate headquarters in the north of England will continue to expand its team of staff, recruiting additional software developers, client services executives and data administrators over the coming months.

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