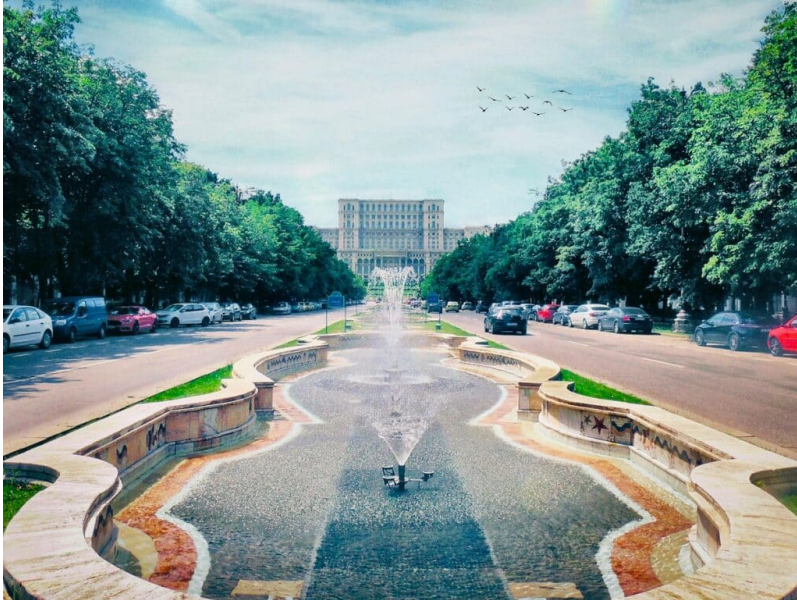


TradeCentric strengthens global reach with new Romanian team

July 22, 2024



TradeCentric, a leading provider of B2B Connected Commerce solutions, has announced the expansion of its global footprint to include Bucharest, Romania. This strategic move strengthens TradeCentric’s ability to serve clients across North America, Europe, and beyond.

“We are thrilled to expand our European presence,” said Elizabeth Segovia, CEO at TradeCentric. “Bucharest is a city known for its rich history, talent and innovation, and our new Romanian-based team will play a critical role in our long-term strategy to provide innovative B2B Connected Commerce solutions across a variety of markets.”

The new Romanian team bolsters TradeCentric’s existing operations in the United States, Canada, United Kingdom, and Brazil. This expansion offers several key benefits to the company’s global customer base:

- **Enhanced Customer Support:** Dedicated European-based customer support accelerates response times and fosters real-time collaboration.
- **Stronger Delivery and Project Management:** Additional resources across time zones expand development hours, accelerate solution delivery, and ensure continuous improvement.
- **Scalable Delivery:** The new office allows TradeCentric to meet increasing global demand while maintaining seamless, high-quality service.
- **Foundation for Future Growth:** A local team will drive sales success, understand regional needs, and tailor solutions accordingly, furthering TradeCentric’s global reach.

“The opening of our Bucharest office is just the beginning,” said Pete Geherin, VP of Professional Services at TradeCentric. “We are implementing new strategies to drive success for customers, delivering the highest levels of service and support.”

Learn more about TradeCentric’s latest milestone on [TradeCentric.com](https://www.trade-centric.com).