



TRACE3 NAMES NEW GENERAL MANAGER FOR MOUNTAIN STATES SALES REGION

Pete Beecher joins Trace3 to lead team into next growth phase



DENVER, COLO. – December 8, 2021 – Premier technology solutions provider Trace3 named Pete Beecher as the new general manager for the company’s mountain states region.

Prior to Trace3, Beecher spent six years with Morpheus Data and 15 years with Cisco. Beecher proceeds in this role as previous General Manager Paul Markel retires.

“Pete is a proven business leader and already has a strong understanding of Trace3’s unique value proposition,” Trace3 CEO Rich Fennessy said. “We’re thrilled to bring on such a dynamic business leader to help lead Trace3’s mountain states region into the next phase of growth.”

Beecher’s experience and approach fortifies Trace3’s pillars of intimate client relationships, attracting and retaining top-tier talent in the industry, and bringing new technology and innovation to market.

“I am very proud to be joining such an exceptional company” said Beecher. “The mountain states region is already an accomplished team, and I look forward to bringing new strategies and talent to accelerate their growth.”

Beecher earned a bachelor’s degree from Idaho State University and holds an MBA from University of Phoenix. He also carries a certification as a Certified Information Systems Security Professional (CISSP).

About Trace3

Trace3 is a premier provider of technology consultation services and advanced IT solutions. Founded in 2002, Trace3 empowers organizations to embrace the ever-changing landscape through elite engineering and insightful innovation. With deep roots in the data center, Trace3 offers a broad mix of end-to-end technology services and solutions. These range from artificial intelligence and data insights to cloud computing and security consulting. Trace3 also maintains a Venture Capital (VC) CXO briefing program with a sharp focus on emerging technologies and provides clients with extensive research focused on the latest IT trends. For more information, visit

[Trace3.com](https://www.trace3.com).

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Media Contact

Jill Simpson
Trace3, Public Relations Manager

Jill.Simpson@Trace3.com