

VELL

Representative Vell Placement



SAHIR ANAND

VP, GLOBAL CORPORATE MARKETING & STRATEGY

Sahir Anand brings to Trace One years of experience in a wide variety of industries including fortune 500 companies. Most recently, Sahir worked for Aberdeen Group as its Vice-President/Group Director & Principal Analyst where he managed research, revenue and delivery operations for Aberdeen's four largest practice groups. Prior to joining Aberdeen Group, Anand was General Manager with Staples Inc., where he was involved in customer and store & field management operations.

Anand holds a Master of Arts in Integrated Marketing Communications from Emerson College, and a BA in Economics from University of Delhi.

About Trace One

Trace One was created in 2001 and launched the first collaborative online platform in SaaS (Software as a Service) mode for managing the development and quality of private label products. The Trace One user community spans the globe from Europe to North America to Asia, and the company has offices in Boston, Chicago, Paris, London, Madrid, and Hong Kong. Our mission is to drive food and non-food product innovation, support brand protection, and accelerate time-to-market for retailers, manufacturers and food service companies. We are committed to enabling collaborative processes between retailers and manufacturers thereby optimizing the sourcing, tendering, launching and development of consumer goods, while controlling product information and ensuring product and food safety. This not only supports the protection of brands, but also maximizes profitability and competitiveness throughout the product lifecycle management process.