



Representative Vell Placement

MICHAEL BROMME
VP & GM, NORTH AMERICA



Trace One announced the appointment of Michael Bromme as VP & GM, North America. Mr. Bromme will be responsible for driving attainment of the company's goals in North America, as well as growing and improving the performance of its existing business and customer industry segments. Bromme was formerly SVP of Worldwide Sales at DemandTec, where he helped some of the world's foremost food producers and retailers improve profitability through shopper insights, price optimization, product assortment, and promotional strategies. [DemandTec](#), a business he helped grow tenfold, was acquired by IBM. Prior to this role, Mr. Bromme served as SVP of Sales for YottaMark, where he led sales of the company's industry-leading HarvestMark platform to grocery retailers, foodservice operators, and food producers. He also previously held retail technology sales executive positions at Retek (now Oracle retail) and MicroStrategy.

Mr. Bromme received his B.S. in Business from Union College.

About Trace One

Trace One is a global leader in collaborative solutions for the private label and branded goods industry. Their 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. They 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.

The solutions provided by Trace One are used by over 35+ leading retailers worldwide, 12 of the top 25 global retailers, the top three global retailers, over 18,500 manufacturers - all this across 110 countries.