



*****FOR IMMEDIATE RELEASE*****

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ExecuTrain Team Expanding with Hiring of New Regional Sales Managers

LEXINGTON, KY (October 14, 2020) --- ExecuTrain US is rapidly expanding after being acquired by CEO Crinda Francke in May of this year. Through that expansion, we are excited to welcome two new team members, Krista Brasher and Susie Patrick, to work alongside our impeccable employees to provide training and development throughout the United States.

Our new Regional Sales Manager, Krista Brasher, joins our sales team and brings her passion for professional development to ExecuTrain. Her career is centered on servant-leadership and building up people and their communities. She previously helped launch the Hopkins County Young Professionals and remains on its Board of Directors. During that tenure, she created the HYP Professional Development Program that annually brings in leading experts in professional development, customer service and motivation, to the community to share their secrets of success.

In her new role as Regional Sales Manager, Krista is most excited about bringing her passions for helping people and communities grow and improve to every community in the Western part of Kentucky and beyond.

“Krista came highly recommended to us by a colleague who told me I didn’t want to miss out on this one. Well, was he ever correct,” said CEO Crinda Francke. “Krista is gregarious, hardworking, and really has a passion for education and learning. We can’t wait to see where she goes with ExecuTrain and are very proud to have her as part of our team.”

We are also excited to welcome Susie Patrick to our sales team as a new Regional Sales Manager. Susie most recently worked at Brand Advertising Group as a Media Buyer where she had clients and vendors in Corbin, Florence, Lexington, and London, Kentucky and Knoxville, Tennessee. Prior to that she was a Senior Multi-Platform Specialist at LM Communications Broadcast Media Group for 8 years. She has also had agency, TV, and print experience over the last 15 years. Before entering the world of advertising and becoming a business growth specialist, she was an entrepreneur, running a medical transcription business for 11 years.

When asked about her new role, Susie said: “I am thrilled to be part of an exciting organization such as ExecuTrain and to assist in helping people fulfill their career dreams and in moving businesses forward in today’s ever-changing environment!”

“I have worked with Susie for a few years in several capacities and was always impressed by her creativity, energy and work ethic,” added CEO Crinda Francke. “I am very happy that our paths have crossed and are now joined into a new adventure together. I am expecting great success with her on the team!”

Both Brasher and Patrick are eager to work with clients in Kentucky and beyond. To speak with them about opportunities to move you and your company forward, give us a call or contact us through our website, www.executrain.com.

About ExecuTrain ExecuTrain designs, implements, and manages workforce and partner development programs for small, medium, large, Fortune 500 and Fortune 1000 clients. The company’s comprehensive, customer-focused solutions include instructor-led and technology-based training for both popular business applications and skills, as well as client-specific solutions. ExecuTrain’s top priority is to stay ahead of the latest updates in technology, curriculum, and facilities to move people forward.

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